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BALTIMORE, MD. JAN 26 1937

Rough Proofs

American Steel & Wire gave a glamorous preview of their new rustless fence. The only conventional prop missing was a girl in a bathing-suit.

Advertising clubs have been giving parties for the poor and unfortunate. The boys and girls are big-hearted, and besides they're building up the 1937 market.

A classified advertiser in ADVERTISING AGE, who left the campus just eighteen months ago, admits that he is the greatest expert on radio comedy in the world. That's the old college spirit!

The Wall Street Journal admits that it is devoted wholeheartedly to the absorbing field of news about money-making. The only subject any more fascinating is news about money-spending.

Some of the advertising papers are still using "media" as a singular noun. And, what is even more singular, they're getting away with it.

The same chap who writes about "a media" would be as mortified as Jimmy Durante if his alma mater insisted on calling him an alumni.

Standard Statistics estimates a 15 per cent gain in advertising volume for 1937. There's something mighty attractive about that magic 15 per cent.

Lawyers objected so strenuously that they pushed the Good Will Court right out of its radio court-house. As the legal experts rightly pointed out, why give it away when you can sell it?

Ridgways thinks its Edward VIII tin will have extra value as a collector's item. The owner may point to his trophy and say, "You know, this may be the very can."

Earl Bowers thinks somebody ought to write a book on how to get your name right on a mailing-list. Once you get on some stencils, not even death can get you off.

It took 400 yards of Packard wire to make a bathing-suit for its lovely demonstrator at a recent trade convention. But some of the conventioners thought too much material was employed for best results.

"Only 371,799 have incomes above \$5,000," says a headline in ADVERTISING AGE. This doesn't take account of government employes of one kind and another, so the prosperous section of the population is a lot bigger than that.

President Roosevelt attended the Gridiron dinner and explained just how his foot happened to slip in Maine and Vermont.

All aboard for 1937!

AUTO PRODUCERS SIMPLIFY THEIR PRICE STRUCTURE

Automobile Manufacturers' Association, Ford in Move

Detroit, Dec. 22.—Advertising which will make it possible for the prospect to determine the price at which the automobile may actually be bought is promised as the result of a decision by the Automobile Manufacturers' Association last week to include standard equipment in the advertised tariff. Ford Motor Company, which is not a member of the A. M. A., has adopted the same general plan, but some important differences in interpretation are expected between Ford and other car manufacturers.

The announcement by Alvan Macauley, president of the A. M. A., said that "effective at once, the new simplified price will be a delivered price at point of manufacture, which will include the charge for preparing the car for delivery, reimbursement for federal tax and all essential accessories."

Problem of Manufacturer

Automobile pricing has taken its place along with the sphinx as one of the mysteries of the ages. This is due chiefly, manufacturers contend, to the fact that consumers are highly individualistic in their demands for equipment, making it almost impossible for the producer to install a combination of accessories on his car which will meet with the unqualified approval of a large number of buyers.

All that was left for him to do, therefore, was to establish some kind of an f. o. b. base price, and let the dealer wrestle with the remainder of the problem.

While automobile prices, as advertised, therefore have often borne little relation to the tariff asked by the dealer, the public has never manifested any particular dissatisfaction with the situation. This is due primarily, according to experts, to the fact that the buyer held a little joker in his own hand in the form of a used car which he desired to trade in. Most buyers have supreme confidence in their bargaining ability, dealers say.

Dealers Tackle Problem

In spite of the complexity of the problem, there have been many efforts to solve it and illustrations of cars, equipped more or less completely, and bearing the actual price at which they could be bought on a dealer's floor, have not been unknown in local advertising. Ford dealers have laid their cards on the table in local copy on many occasions and there have been isolated instances when the same type of advertising

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LAYS DOWN SCEPTER



George Horace Lorimer, board chairman of the Curtis Publishing Company and veteran editor of The Saturday Evening Post, retires from both positions Jan. 1.

Lorimer Edits Final Edition; Quits 2 Posts

Philadelphia, Dec. 23.—George Horace Lorimer, who, as editor of the *The Saturday Evening Post* for 38 years, created a new empire in the publishing field, and through the influence he exercised on its millions of readers, wielded power vouchsafed to few monarchs, laid down his scepter this week.

On Jan. 1, Mr. Lorimer retires as editor of the *Post*, at the same time relinquishing the title of chairman of the board of the Curtis Publishing Company. The first vacancy will be filled by Wesley W. Stout, who, as associate editor, created a new type of sports reporting, among other achievements. No announcement has been made as to whether the position of chairman of the board will be perpetuated. Mr. Lorimer continues as a director of the company.

In a final farewell to the readers who have escorted him on his editorial journey in constantly increasing numbers through the years, Mr. Lorimer stoutly assumed all of the

(Continued on Page 30)

Media Drawn Into Battle of Oranges

'Will Protect Investments': Geissinger

Los Angeles, Dec. 24.—Following is the statement in full of W. B. Geissinger, advertising manager of the California Fruit Growers' Exchange:

For twenty-six years Sunkist used non-competitive copy to build the market for oranges and orange juice in spite of the encroachment of other industry competition such as tomato and pineapple juice.

Florida, with her first advertising money raised by state supervision, in 1935 started a vicious campaign with many questionable and misleading statements against the Sunkist navel type of orange.

In spite of this, Sunkist continued a constructive, industry-expansion type of copy last year but this year, with accurate scientific research facts complete, Sunkist decided to defend its hard won market.

To state these scientific facts truthfully required mention of the name Florida in copy. We have been asked to eliminate the word Florida and substitute "other."

This would result in an untrue statement which we cannot make as it would involve all other oranges including California oranges other than Sunkist, as well as Texas, Louisiana, Arizona, Mississippi and Alabama.

To use some such phrase as "oranges from the second largest producing state" would be to say Florida by inference and subterfuge. We refuse to permit statements to be printed in any but plainly truthful manner and therefore insist that advertising run, using the word Florida to designate the fruit on which the tests were made and no other.

Sunkist deprecates any comparative competitive advertising as basically unsound and wasteful but, if it must be indulged in to defend its millions of advertising investment, our growers prefer to speak truthfully through the printed word rather than to indulge in innuendoes aimed to state the same thing indirectly but which we prefer to state directly and positively.

Naming of Florida in Sunkist Competitive Copy Causes Control Furor

(Picture on Page 31)

Los Angeles, Dec. 24.—The California Fruit Growers' Exchange will continue its vitamin campaign unchanged, W. B. Geissinger, advertising manager, said late today, following a directors' meeting.

His vitriolic statement, printed on this page, condemned competitive copy but said the Exchange has been forced into the fight and will stick to its guns.

New York, Dec. 24.—Claims of "22 per cent more Vitamin C than Florida oranges," offered to newspapers and magazines by the California Fruit Growers' Exchange, and bitterly opposed by the Florida Citrus Commission, have created one of the most pronounced copy deadlocks in advertising history.

Though competitive copy disputes have been common in the past, the conflict between the two orange-growing sections has been complicated by factors which were absent in other battles of the kind. Chief of these is alleged insistence of the California Fruit Growers' Exchange on the exact wording indicated in the case of newspapers, while submitting to censorship in copy intended for magazines. One of the latter changed the lines to read, "22 per cent more Vitamin C than oranges grown elsewhere."

Copy Is Rejected

Since the Florida Citrus Commission has used newspapers almost exclusively in recent years, the apparent attempt of the Exchange to fight it in its favorite medium has excited some resentment among newspaper publishers and representatives. As far as a canvass revealed, none of the copy has appeared in newspapers in the form in which it was offered, with the disputed name of the rival state included in the body of the advertisement.

Some close observers feel, however, that the genesis of the demand of the California Fruit Growers' Exchange on newspapers has been misinterpreted. About two years ago, they recall, the advertising of Florida citrus fruits in newspapers began to hammer at the headline, "25 per cent more juice than oranges grown elsewhere." Since that time, this theme has been exploited from every angle, with newspapers continuing to be the favored medium.

Since no names were mentioned, and for other obvious reasons, the Exchange felt that it would be unwise to reply to this advertising, though many of its members were deeply aggrieved at what they regarded as unfair claims.

Reasoning of Exchange

In its present Vitamin C story, the Exchange feels that it has an effective antidote for the juice story related so long and so persistently by its Florida rival. Since the "more juice" copy appeared in newspapers, the Exchange is anxious that its vitamin claims appear in the same medium. Thus runs the reasoning of those who have long followed the promotion of the two opposing camps.

Last Minute News Flashes

Plan Zonite Ointment Test Campaign Early in 1937

New York, Dec. 24.—A test campaign for Zonite ointment, hitherto promoted by Zonite Products Corporation only through package inserts, will be started in seven cities early in 1937, G. Allen Reeder, advertising manager, said today. Street & Finney, Inc., New York, is the agency.

Tile Company Defends Functional Discounts

Washington, D. C., Dec. 24.—Asserting that there is no substitute for the services performed by the jobber, United States Quarry Tile Company, in a reply filed with the Federal Trade Commission, denies that it has violated the Robinson-Patman Act by paying wholesalers for their services. The fact that some of these wholesalers also sell at retail does not diminish the value of their services as jobbers, the reply asserts.

Imperial Brass Appoints Kreicker & Meloan

Chicago, Dec. 24.—C. H. Benson, advertising manager of Imperial Brass Co., today announced appointment of Kreicker & Meloan, Inc., as the company's advertising agency, effective Jan. 1. Business papers and some magazines will be used for Watrous plumbing specialties and other products.

Krein Heads Wathen Distillery Sales, Advertising

Louisville, Dec. 24.—Appointment of Hugh J. Krein as sales and advertising manager of the John A. Wathen Distillery Co., was announced today. Mr. Krein formerly was a partner in Krein & Daly, Atlanta, Ga., agency. Expanded advertising, featuring Rolling Fork, Kentucky bourbon, is planned.

BUS. & ECON

COPY CUB.

MINNIE FROM MINNEAPOLIS SAYS

Did St. Nick stuff your sox? Hope so. Had quite an Xmas myself. The boy friend was nice to me, but got in dutch with the family when he spent the afternoon foolin' with little Willie's steam engine.

We had quite a time around The Minneapolis Star just before Christmas. The paper gave parties for all the settlement houses . . . 20 parties with entertainment, candy and gifts and all on one day. We were all in a twit, but those 6,000 kids had a whee of a time.

Made a lot of swell art and the whole town liked the idea. The whole town likes The Minneapolis Star more than ever. That's why it's now the Northwest's Largest Evening Newspaper.

That story about the romance of Wally Simpson and Edward . . . the one the famous lovers told to Newbold Noyes . . . their own story is getting plenty of attention in The Minneapolis Star these days. It's hot, up-to-date spot news features regularly in The Star that helps circulation grow. Folks buy this sheet because they like the stuff in it.

Another thing that made thousands cheer was The Minneapolis Star's announcement of the Golden Gloves punch and sock 'em show. It all happened when we took over the amateur boxing franchise in town. On top of that, The Minneapolis Star named a committee of ministers, bankers and civic leaders to look after the dough folks pay to see the lads in the canvas ring.

You see, all the dough goes to further amateur sports in Minneapolis. Lots of times worthy athletes want to go to national tournaments, but can't get the nut. The fund will send them on their way. You can see what can be done.

Oh, I forgot. On Christmas Day The Minneapolis Star rang the bell again with an exclusive page in full colors of the Dionne Quints. Families took to it. You can tell by seein' the new orders for The Star in the circulation department.

Yes sir! Take it from little Minnie, this paper is alive. Of course we all realize anybody can dig up result stories of some sort, but here's a fresh one from The Star files.

Item: Frozen strawberries. Space in The Minneapolis Star . . . 3 column by 42 lines. Result: 1500 bucks worth of the red berries were sold in The Minneapolis Market.

The Minneapolis Star really goes to town for the food boys. No wonder we carried the most retail daily food lineage for the first eleven months of 1936!

This paper is young enough to ring the bell for today's families, old enough to sit solidly in the family circle. Evidence: The Minneapolis Star goes into 16,045 more Minneapolis homes than the second evening newspaper . . . 7,392 more than the morning and evening newspaper in Minneapolis combined! Smoke that in your new Xmas pipe.

And don't forget lads, The Minneapolis Star has the lowest daily milline rate.

If you can't be good on New Year's Eve, be careful. I intend to. Yours for more biz in '37.

Minnie

HONORS DIVIDED AS PATMAN ACT CASE ADJOURNS

Intrastate Sales of Kraft-Phenix Dealers Held at Issue

Chicago, Dec. 22.—Counsel for the Federal Trade Commission yesterday chalked up a victory to match that previously won by Kraft-Phenix Cheese Corporation before this skirmish under the Robinson-Patman Act was adjourned to Dec. 28. Charles F. Diggs, FTC examiner, ruled against the Kraft-Phenix contention that the FTC has no jurisdiction under the act unless retailers themselves are proved to be engaged in interstate commerce.

As reported in ADVERTISING AGE OF Dec. 21, Examiner Diggs had previously ruled out the question of Kraft-Phenix prices to wholesalers on the ground that the complaint specifically excluded that issue.

Indications are that the Kraft-Phenix hearing will conflict with resumption of the case against Bird & Son, East Walpole, Mass., now set for Jan. 4, to which Montgomery Ward & Co. is a party. A veritable flood of hearings of other cases is promised early in the new year, the FTC being anxious to reach decisions and issue either orders or dismissals.

Get Chain Viewpoint

A number of chain store officials testified in yesterday's hearing, Allen Phelps, FTC counsel, seeking to define the factors which determine the prices paid by the consumer for Kraft-Phenix products.

Witnesses included F. H. Massmann, president of National Tea Company, Chicago; H. B. George, director of purchases, and C. E. Staufenberg, sales manager, of the Middle Western division of the Great Atlantic & Pacific Tea Company; and Harry Ginsberg, buyer for Goldblatt Brothers, chain of ten stores in Chicago and nearby cities.

John T. Chadwell, Kraft-Phenix attorney, was able in cross-examination to prove that A & P and Goldblatt Brothers have not changed their pricing policies since the Kraft-Phenix discounts in question went into effect Aug. 29, 1936. He did not query Mr. Massmann, of National Tea, on this point.

Asked by FTC counsel to name factors which determine National Tea prices on Kraft products, Mr. Massmann declared that his company seeks a "reasonable mark-up, say 25 per cent."

Effect of Competition

Mr. Massmann added that National Tea does not always get that mark-up because of competition, since the company's policy is not to be undersold by stores which operate on a cash-and-carry basis. Quite frequently, particularly in respect to extensively advertised products, competition prevents National Tea from securing that mark-up, he said.

Mr. Massmann replied in the affirmative when asked by Mr. Phelps whether National Tea tries to get the discounts offered by Kraft-Phenix and to buy as cheaply as it can.

An attempt by FTC counsel to show the effect of alleged resale price maintenance by Kraft-Phenix upon retailers' competitive prices was blocked by Examiner Diggs, who supported Kraft-Phenix counsel in their contention that resale price maintenance had nothing to do with the case.

Mr. Phelps had offered to prove that Dawson's Trading Post, Inc., Chicago super-market, received notice a few weeks ago from the Sanchez Cheese Company, partially-owned Kraft-Phenix distributor, that it would be permitted to sell Miracle Whip at two cents less than usual, because a chain store was putting

RETIREES



Theodore F. MacManus

T. F. MacManus, of Automotive Fame, Retires

Detroit, Dec. 23.—Retirement of Theodore F. MacManus, president of MacManus, John & Adams, Inc., was announced last weekend by the board of directors. He will be succeeded by W. A. P. John. James R. Adams, the other founding partner, becomes executive vice-president and general manager.

The directorate announced that Mr. MacManus will still retain an interest in the agency. There will be more than a financial interest, however—his son, John R. MacManus, becomes vice-president, secretary and director. Harvey G. Luce will be a vice-president and director.

Mr. MacManus' retirement from the agency field ends a quarter of a century of prominence in the national advertising picture. Mr. MacManus is especially known for his activities in automotive advertising.

Handled Big Accounts

Successively there was developed under his guidance advertising for such national accounts as Ford, General Motors, Peerless, Hupmobile, Graham Brothers, Goodyear tires, Fisher bodies, Chrysler, Dodge Brothers, Packard, Cadillac, LaSalle, Pontiac and others.

Mr. MacManus first attained prominence as a partner in MacManus-Kelly Company, a Toledo agency. In 1915 he came to Detroit in charge of the Detroit office of the Chicago agency, Erwin, Wasey & Co. Later he organized MacManus, Inc., which merged in 1934 with John-Adams, Inc.

Mr. MacManus' writing accomplishments have been recognized nationally and internationally. A holder of honorary degrees from Notre Dame, Marquette University and the University of Detroit, he is also a Knight Commander of St. Gregory, having been so created by Papal order in 1928.

One of the greatest pieces of automotive copy, in the opinion of many advertising men, is MacManus' institutional advertisement, "The Penalty of Leadership," penned in 1914 for Cadillac. It was so effective that the automobile company revived it in 1925.

on a sale of the product; and also to prove that Kraft-Phenix desires to have a minimum price observed by retailers.

Throughout the present hearing, launched Wednesday, Kraft-Phenix has maintained that the discounts in question are small, are actually sales promotion discounts, and are easily within reach of retailers. Furthermore, it asserts, the vast part of its business with retailers is of an intra-state character.

Future witnesses for the FTC will include retailers who cannot afford to buy in quantities large enough to earn Kraft-Phenix discounts, Mr. Phelps told ADVERTISING AGE.

GENERAL MILLS AGAIN SPONSORS CUBS' CONTESTS

Chicago, Dec. 23.—That General Mills, Inc., Minneapolis, intends to sponsor baseball broadcasts of 1937 on the same lavish scale as in 1936 was indicated here this week when it affixed its signature to a contract with Station WBBM for sponsorship of all home games of the Chicago National League Baseball Club.

While details of the contract between the station and the sponsor were not revealed, it is doubtful that there is any great change in the tariff, in spite of the fact that the Cubs asked and got \$7,500 for broadcasting rights. In 1936, the arrangement was for the various stations carrying the Cubs' games to reciprocate by giving five daily spot announcements at any convenient times. The stations, it is understood, figured the cost of this advertising in their charges to sponsors.

Sox Are Sponsorless

The local American League club is also asking \$7,500 for broadcasting rights. None of the local stations has yet signed on this basis, delaying this formal step until sponsors are signed up. The American League has a uniform contract which all clubs are required to use in their dealings with radio stations, while the National League allows local clubs to handle their radio affairs as they wish.

Charles F. Drake, assistant to the president of the Chicago National League Club, told ADVERTISING AGE that there is no basis in fact for reports that the Cubs are opposed to radio broadcasting or to the manner in which it has been conducted. They feel, on the contrary, that radio has been a boon to baseball and that much of the current interest of the feminine world in the progress of the Cubs is due to radio. The Chicago stations, reaching a great potential market in Wisconsin and other neighboring states, have created a host of loyal Cub fans in the hinterland, according to Mr. Drake. A count of out-of-town licenses at almost any game is sufficient proof of this statement, he said.

Education of Women

The master of the family has contributed heavily to this conversion of the weaker vessel to the cause of baseball, Mr. Drake believes. With true masculine superiority, he tuned the radio in on the ball game and his wife had to learn about baseball or go crazy. She chose the former, in the majority of cases, and now follows the fortunes of the Cubs with as much interest as her lord.

The same viewpoint, however,

Northwestern Sows Aviation Seed in Boys

Chicago, Dec. 23.—Recognizing the need of developing in boys of today a more vigorous interest in aviation, Northwestern Airlines, Inc., has launched a series of trips for members of Aviation, an organization of boys sponsored by the School Boy Patrol, monthly publication devoted to traffic safety.

Under the plan, weekly trips are to be made to Minneapolis and St. Paul and back with boys selected from the ranks of the organization.

Meantime, in line with the safety educational activities of the organization, the theme of air safety will be stressed during the trips, it was said.

The plan has a double objective. As an incentive to join the organization, the air trips present an effective promotion. At the same time, officials of the airlines believe that education of boys of today in air transportation and the concrete illustration of rides in the transport ships will be the beginning of a long-time program for creation of an air-minded generation in the future.

Pelcher Joins "Confectioner"

Eugene C. Pelcher, formerly sales promotion manager for Pace Institute and director of "Advertising Club News," official publication of the Advertising Club of New York, has joined the staff of the Manufacturing Confectioner Publishing Company, Chicago, as sales promotion manager.

Mr. Pelcher for five years was sales promotion manager of the General Shoe Corporation, makers of Friendly and Frank Jarman shoes.

does not prevail in the offices of the Chicago White Sox. Some rancor against radio announcers exist there as the result of an episode last summer, when a baseball umpire was crowned queen of the May by an irate White Sox fan. On this occasion, an announcer is said to have drawn a contrast between the operation of the Sox and Cub affairs, to the detriment of the former.

Grabner Gives Views

Before setting sail for the Pacific Coast today, Harry Grabner, secretary of the White Sox, let it be known that no glass containers are served to the South Side customers and that if an umpire is hit with any such missile, the Sox are guiltless of contributory negligence. The Sox, in spite of their aloofness to radio, as a result of this occurrence, ask only the same price as the Cubs for broadcasting rights.

Both Cubs and Sox reserve the right to approve radio stations' selection of sponsors. In the case of General Mills, the O. K. of the Cubs has already been forthcoming.

AIR CONDITIONING

Heating-Piping-Air Conditioning

Industrial and Commercial Air Conditioning

Effective coverage in this important field.

HEADQUARTERS

WEENER PUBLISHING COMPANY

CHICAGO

Residential Air Conditioning

KETTERLINUS

Sales-producing Booklets, Folders, Inserts, Calendars, Window Displays, Counter Cards, and Complete Direct Mail Campaigns. Have our representative call.

PHILADELPHIA NEW YORK CHICAGO BOSTON



THE CHICAGO DAILY NEWS
NET PAID CIRCULATION
AVERAGED

429,402

DURING NOVEMBER, 1936

- An Increase of 21,345 Over November, 1935.
- September, October and November, 1936, Circulation Averages Have Been the Greatest Since 1930.
- The Sixteenth Consecutive Month to Show a Gain. Every Month Since August, 1935—Which Showed an Increase Over August, 1934—the Circulation of The Daily News Has Forged Ahead.

THE RECORD FOR 1936
 COMPARED WITH 1935

January	421,551	GAINED	9,312
February	419,117	GAINED	9,150
March	415,317	GAINED	14,667
April	416,757	GAINED	22,281
May	407,354	GAINED	11,301
June	409,343	GAINED	14,937
July	402,537	GAINED	18,084
August	402,549	GAINED	11,810
September	413,095	GAINED	8,200
October	424,684	GAINED	8,838
November	429,402	GAINED	21,345

The Chicago Daily News has both **MORE** and **BETTER** Home Coverage than any other Chicago daily newspaper

THE CHICAGO DAILY NEWS

Chicago's **HOME** Newspaper

WITH THE MOST VALUABLE CIRCULATION IN THE CITY

GEORGE A. McDEVITT CO., Eastern Advertising Representatives . . . 444 Madison Avenue, New York . . . 12 S. 12th Street, PHILADELPHIA

JAMES L. LENOX, Eastern Representative Photogravure, Color Comics and Retail . . . 444 Madison Avenue, NEW YORK

J. RAY SCOLARO JR., Manager Detroit Office. . . 4-119 General Motors Building, DETROIT

Abbott Shows How Haliver Oil Is Made

Chicago, Dec. 23.—A new window display of various steps in the manufacture of haliver oil was featured at an Abbott Laboratories regional sales conference here today, attended by 250 Middle Western representatives.

The new display involves light, color, and motion. Four scenes, depicting haliver oil processing from the time the fish is caught, are revolved upon a disc. The display is the most elaborate yet produced by the company.

Raymond E. Horn, general sales manager, reported that the commanagement, reported at the first session of the semi-annual meeting, held at the Edgewater Beach Hotel yesterday, that the company's business in pharmaceutical products increased 23 per cent in 1936.

Plan 25% Increase

Advertising plans were presented to the conference by Charles S. Downs, advertising manager. Abbott advertising in medical and drug trade papers will show a 25 per cent

gain in 1937 over 1936. Almost as large an increase will be made for the company's direct mail advertising to doctors, druggists, dentists, and hospitals.

S. De Witt Clough, president, and other company executives also addressed the meeting, second of a series of three meetings. The first was held in New York last weekend, and the third follows at San Francisco Jan. 3 and 4.

"Dogs" Is Issued

The first issue of *Dogs*, a monthly for dog lovers, was placed on sale Dec. 22. An editorial feature is art work by Morgan Dennis, the art editor.

The publisher, Hugh Patrick Kelly, R. K. O. Bldg., New York, has recently been engaged in free-lance merchandising service.

NBC Adds Facilities

In order to meet the demand for more programs originating in Hollywood, National Broadcasting Company is doubling the studio facilities and staff at that point. The new quarters will be ready Sept. 1, 1937.

Inland Joins A. N. A.

Inland Steel Company, Chicago, has been elected to membership in the Association of National Advertisers. Keith J. Evans, advertising manager, will represent the company.

ULTRA-MODERN MODEL OFFICE BOOSTS SALES

Marquette Building Launches New Office Campaign

Chicago, Dec. 24.—Capitalizing upon gratifying success achieved with its 1935-36 advertising of "Offices of the Future," the Marquette building has laid plans for extensive promotion of its ultra-modern business suites, in 1937, exhibiting a new trend in real estate merchandising.

The middle of 1935 found the building management puzzling over the problem of selling more of its product, office space. The old advertising themes of "central location" and the like had apparently run their course, and the management cast about for new ideas to promote the building, located near the heart of the downtown district. L. E. Patrick Dolan, who had re-

GRAPHIC ARTS CHIEFS INSPECT EXHIBIT



S. F. Beatty, secretary of the Chicago Graphic Arts Federation (left) goes over a direct mail piece at the recent regional exhibit with General Chairman George F. McKiernan and Frank W. Schreiber, Photo Engravers Association secretary.

cently been retained to handle Marquette advertising, brought forward a plan. He suggested development of a model office, scientifically designed and lighted, to be called "The Office of the Future."

This room, he said, could be used to stimulate visits from prospective tenants and to provide a fresh and original basis for Marquette advertising.

Earl Shultz, agent of the building and nationally prominent building manager, accepted the suggestion and ordered full speed ahead.

Light Is Feature

Taking a cue from "Better Light, Better Sight" research, the model office was equipped with high-intensity, indirect lighting. Color was used to give the impression of great roominess. Latest methods of planning efficient office "layout" were employed.

"The Office of the Future" decoration, lighting fixtures and layout service were to be made available to present and prospective tenants at no extra charge, Mr. Shultz decided.

The model suite was opened in November, 1935. It exemplified the theory that office space should not be considered as a mere housing facility for business, but rather should be equipped—in decoration and lighting—to give the tenant a definite efficiency item which is reflected in increased personnel efficiency.

Since December, 1935, Mr. Dolan told ADVERTISING AGE, the company has rented 70,000 square feet of space. Half of this rental, he estimated, is due to the "Office of the Future" advertising and merchandising idea, and half to general business recovery. More than 7,000 persons have inspected the model suite.

33% Choose "Future"

Of the total of 250,000 square feet of space in the building, one-third is now equipped with "Office of the Future" facilities.

The model office demonstration is located on the fourth floor of the building and comprises three distinct units.

The first is the "Office of the Future." Wide bands of color, using deep shades at the bottom and graduating to lighter shades near the ceiling, encircle the room. Modern lighting fixtures provide glareless, shadow-free illumination. The second unit is an office of exactly the same area but lighted, furnished and decorated in conventional fashion for contrast.

Demonstration Given

The third unit is a room in which scientific measuring instruments enable visitors to prove for themselves how the modern office speeds up work, reduces mistakes, and smooths the path of business operations.

When the model office was first

(Continued on Page 25)

J. W. T. Appointed For Foreign Accounts

Sterling Products Company, New York, has appointed foreign offices of J. Walter Thompson Company to handle advertising of the following accounts:

The London office for Phillips Milk of Magnesia, Phillips Dental Magnesia, Califig; the Toronto office for Andrews Liver Salts, Phillips Milk of Magnesia; the Bombay office for Califig, Phillips Milk of Magnesia.

Start Newspaper

A certificate of incorporation has been filed in the office of the secretary of the state of New Jersey by the Trenton Press, Inc., publisher of *The Morning Press*, first issued Dec. 17. Offices are in the Broad Street Bank Bldg. Incorporators are Charles J. Dockarty, Charles T. Dockarty and Gertrude M. Dockarty.

Pick Metropolitan

Metropolitan Advertising Company, New York, has been appointed by Wood Flog Corporation, Hoosick Falls, New York, manufacturer of dry mats. Trade publications and direct mail will be used.

Collier Firms Move

Barron G. Collier, Inc., Street Railways Advertising Company and the several associated companies, have moved into new offices occupying the 9th and 10th floors at 745 Fifth Ave., New York.

Mackie with Curtis

Duncan B. Mackie, recently advertising manager of Schweitzer and Conrad, Inc., has been appointed sales promotion manager of Curtis Lighting, Inc., Chicago.

Bakers will spend 2 million daily in 1937

Chicago, Illinois, December 28th.—(ABC, ABP). According to figures just made available, bakers will spend over \$2,000,000 daily in 1937 for ingredients, supplies, machinery, packaging materials, and delivery equipment. Manufacturers who supply these items can have constant contact with bakers when they are buying during 1937 by carrying advertising under all appropriate classifications in the Bakers' Buying Directory published by Bakers' Helper.

The new 1937 edition of the Bakers' Buying Directory, up-to-the-minute in every respect, will replace the old Directory, February 6, 1937. It will go to 10,000 of the country's most progressive bakers.

For as little as 2½¢ a day you can keep your name and product in constant evidence in the Bakers' Buying Directory, and reach this big potential buying power.

For complete information and rates on this Buying Directory, write to Bakers' Helper, 330 South Wells Street, Chicago, or in New York, phone W. F. Leggett, at CAledonia 5-5503. (Advertisement)



"Who, may I ask, are you?"

RICH man, poor man, beggar man, thief —1937 is going to be pretty much what each of us makes it.

For our part, we pledge ourselves to help make it the best year in history for our stations and our stations' customers.

How? By an even more intensive appli-

cation of our increasing experience in making radio pay—by continued allegiance to the idea that hard, loyal, intelligent work for you is the surest guarantee of our own satisfaction and success.

High words and a high ideal. But we call you to witness our sincerity through all the year.

FREE & PETERS, INC.

FREE & PETERS LIST
 WHO ... Des Moines
 WGR-WKBW ... Buffalo
 WHK ... Cleveland
 KMBC ... Kansas City
 WAVE ... Louisville
 WTCN ...
 Minneapolis-St. Paul
 KOIL ... Omaha
 KSD ... St. Louis
 WFBL ... Syracuse
 KOIN-KALE ... Portland
 KOL ... Seattle

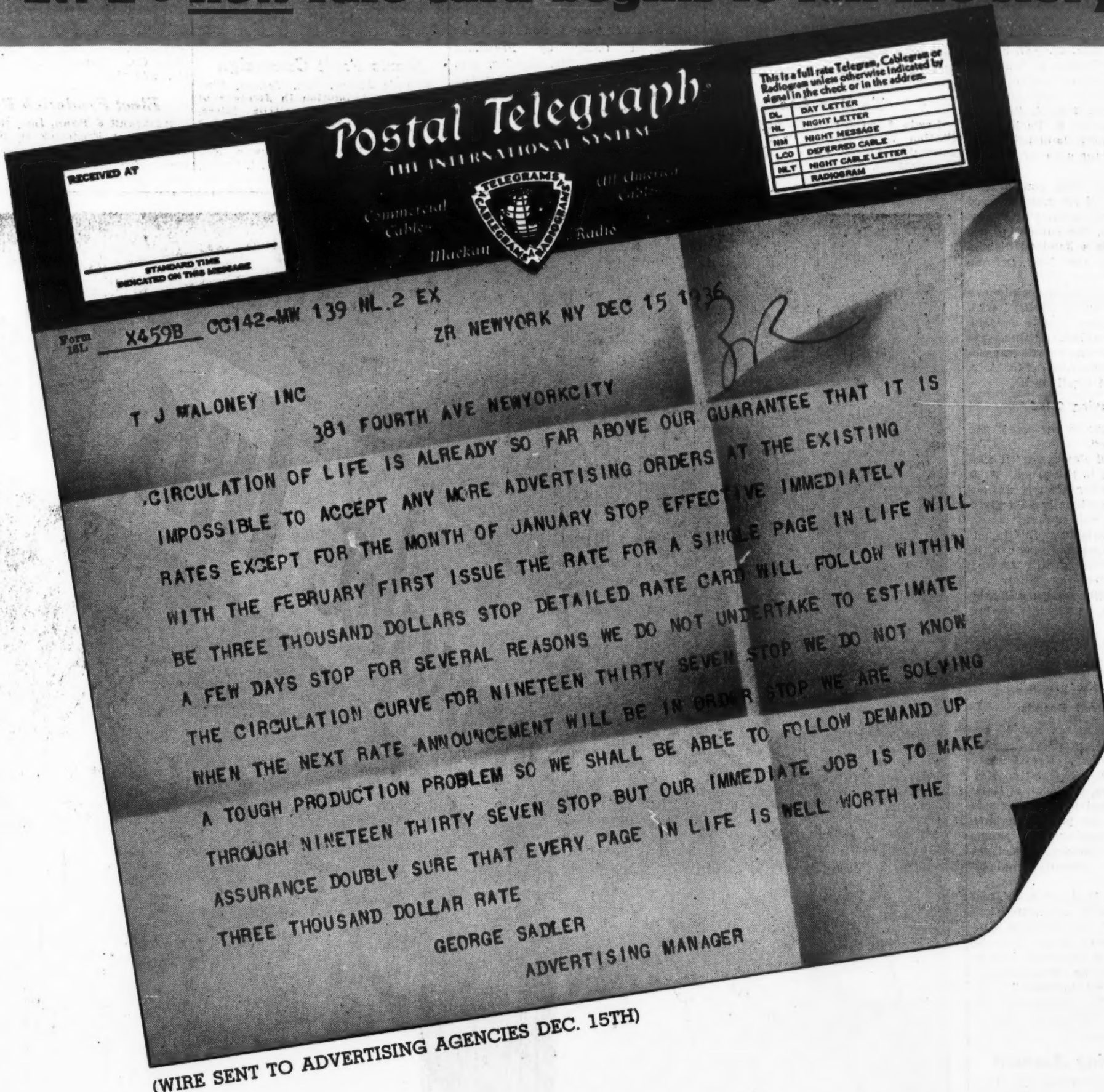
Radio Station Representatives

<p>NEW YORK 110 East 42nd St. Lexington 2-8660</p> <p>DETROIT New Center Bldg. Trinity 2-8444</p>	<p>CHICAGO 180 N. Michigan Franklin 6373</p> <p>SAN FRANCISCO One Eleven Sutter Sutter 4353</p>
<p>LOS ANGELES C. of C. Bldg. Richmond 6184</p>	

FREE, JOHNS & FIELD LIST
 WIS ... Columbia
 WHKC ... Columbus
 WOC ... Davenport
 WDAY ... Fargo
 KTAT ... Fort Worth
 WDRC ... Hartford
 WKZO ... Kalamazoo
 WNOX ... Knoxville
 KFAB ... Omaha-Lincoln
 WMBD ... Peoria
 WPTF ... Raleigh
 KTUL ... Tulsa
 KVI ... Tacoma

FREE, JOHNS & FIELD, INC.

LIFE's new rate card begins to tell the story



LIFE's first rate card was a product of men's minds — and of their estimate of a 250,000 circulation guarantee for the first year. That rate card (and that guarantee) was outdated the day LIFE appeared. The new rate card, just sent out, has been based on the following two facts:

- 1 With the January 4 issue LIFE will be able to deliver 600,000.
- 2 600,000 is nowhere near enough to fill the demand, and LIFE's efforts are unceasing to increase this week by week.

Already LIFE has proved a good advertising medium, not only because of these two facts... not only because of LIFE's unusually fine reproduction of advertising matter... but **BECAUSE**

People **LIKE** it.

ADVERTISING OFFICES: 135 EAST FORTY-SECOND STREET, NEW YORK



BRAND PRICES CONTRASTED IN A&P CAMPAIGN

New Orleans, Dec. 23.—An aggressive campaign, listing a "shipping bag" selection of nationally advertised brands prices juxtaposed to prices of products manufactured by the Great Atlantic & Pacific Tea Company, has been launched today in the New Orleans area by the grocery chain.

Said to be the first comparative price promotion of its manufactured products by the country's largest food store chain, the campaign was inaugurated with a handbill distributed throughout the New Orleans area last week.

The campaign's major points are a "guarantee of equal quality" with nationally-advertised brands and the statement that savings outlined are permitted by the "one-profit" transaction through single control by A. & P. of factory and retail outlet.

29% Saving Cited

"Compare! Save 29 per cent!" the handbill is headed.

"That's a broad statement," it continues, "but here is the proof. A. & P. Food Stores offer always, nationally known and nationally advertised food products, as well as many others of only local popularity. But in addition, we ourselves manufacture, in modern plants, strategically located in producing centers, many extremely high quality products. These can be sold at a worthwhile saving because it is a one-profit transaction—from A. & P. (the manufacturer) to you.

"We guarantee the quality to be equal. Compare the prices."

List National Brands

Listed for comparison are 15 nationally-advertised products including Heinz Ketchup, Kraft-Phenix Miracle Whip, Knox Gelatin, Kellogg's Corn Flakes, and Quaker Oats.

Cost of the individual items are totaled to show the price difference between the "shopping bag" aggregate of the nationally advertised brands and those manufactured by A. & P.

"Every single food or household item sold by A. & P. is unconditionally guaranteed," the handbill concludes. "If it fails in any way to entirely please its purchaser it may be returned for an unquestioned, courteous refund or exchange."

(Presumably the newspapers declined to publish this copy.)

Gets Brewing Account

Frank Jones Brewing Co., Inc., Portsmouth, N. H., has appointed Huber & Creeden, Boston, to handle advertising of Frank Jones Ales, which will be ready for the market March 1.

Carrier Press Issues House Trailer Book

House Trailer Red Book, business directory of automobile house trailer builders, has been published by Carrier Press, Chicago.

The book gives the business data of each company listed, including official personnel and department heads. It also includes a buyers' guide for house trailer builders, giving a classified list of manufacturers and distributors of parts, materials, and fixtures.

To Don Lee

Lewis Allen Weiss, formerly with Station WJR, Detroit, will become general manager of the Don Lee Broadcasting System, Los Angeles, effective Dec. 31.

Adam Kessler New Director of N. W. Ayer

Philadelphia, Dec. 23.—Election of Adam Kessler, Jr., to the directorate of N. W. Ayer & Son, Inc., was announced today by President Harry A. Batten. Mr. Kessler, who spent 35 years with the agency, the last two in an advisory capacity, will resume active connection with N. W. Ayer & Son.

He is credited with establishment of the first plans department in an American advertising agency, a

form of organization which has since been generally adopted.

Mr. Kessler's accession to the board gives Ayer five directors, the others being Mr. Batten, William M. Armistead, Clarence L. Jordan and Gerold M. Lauck. The average length of service of this group with the Ayer organization is 25 years.

Mr. Batten said that 900 persons are now employed by Ayer.

Starts Fruit Campaign

Bruce's Juices, Inc., Tampa, Fla., will begin promotion in January of its line of canned citrus juices, orange juice, grapefruit juice and a new combination of orange and grapefruit juice. Newspapers and magazines will be used. W. I. Tracy, Inc., New York, handles the account.

Springfield Club Announces Winners

First prize in the direct mail advertising display in the Springfield, Mass., Advertising Club contest has been awarded to Duckworth Chain Co. The Crocker-McElwain Paper Company received first prize in the dealer's help exhibit.

Second place in the direct mail division was a tie between Gilbert & Barker Manufacturing Co. and Massachusetts Mutual Life Insurance Co. Monarch Life Insurance Co. was third.

Elect Frederick Ryan

Ruthrauff & Ryan, Inc., New York, has elected Frederick B. Ryan, Jr., a vice-president and director. He has been with the agency for the last nine years.

The advertisement features a large, tilted can of Crisco shortening. The label on the can reads "CRISCO For Frying For Shortening For Cake Making". A large, stylized banner in a cursive font across the top of the can says "I bought THIS WEEK". Below the can, a large, stylized letter "S" is visible, likely part of a larger word like "Sold".

RESPECTABILITY

CHRISTIAN
HERALD

ATLANTA JOURNAL • BALTIMORE SUN • BIRMINGHAM NEWS • BOSTON HERALD • BUFFALO TIMES • CHICAGO DAILY NEWS • MEMPHIS COMMERCIAL APPEAL • MILWAUKEE JOURNAL • MINNEAPOLIS JOURNAL • NEW ORLEANS ITEM-TRIBUNE • NEW YORK HERALD TRIBUNE

Westinghouse, G-E Cut Price of 'Three-Lites'

Chicago, Dec. 23.—Substantial reductions in the list price of two popular types of "three-lite" lamps, effective Jan. 1, have been made by Westinghouse Electric & Manufacturing Company and the incandescent lamp department of General Electric Company.

Westinghouse and G-E are reducing the price of the 100-200-300 watt "three-lite" lamps from 80 cents to 65 cents, and the 50-100-150 watt size from 60 to 50 cents.

This latest G-E reduction in prices

on Mazda lamps has been made possible, Nela Park officials explained, because of the popularity of I. E. S. Better Sight lighting equipment, designed to employ these "three-lites." A three-way switch on the lamp permits use of three different volumes of light.

In addition, on Feb. 1, G-E will make available a new 300-watt Mazda lamp with a regular medium screw base, listing at 60 cents. It is designed for use in stores and offices to increase the illumination from many indirect and semi-indirect fixtures now using 200-watt lamps.

Reviewing 1936 achievements of the electrical appliance industry, Westinghouse officials said that more than 2,000,000 household electric refrigerators were sold and installed,

constituting a record. This compares with 1,567,000 in 1935. They predicted installations of more than 2,250,000 in 1937.

The largest sales gain for 1936 was achieved by electric ranges according to executives of the electric range division of Westinghouse. Trade authorities expect sales of more than 300,000 units in 1936, against 215,000 in 1935.

Three Name Lamb

E. W. Townsend Sons, Salisbury, Md., producer of strawberry plants, Marvin & Co., Philadelphia, investments, and Garden Co., Philadelphia, manufacturer of growing aids for house plants, have appointed James G. Lamb Co., Philadelphia, as advertising counsel.

Detroiters Get Facts on Street Railway System

Detroit, Dec. 23.—With many privately-owned systems stepping out to tell their story to the public and general modernization programs being effected throughout the country, the Detroit Street Railway, municipally-owned surface transportation system, has launched a series of institutional advertisements in Detroit newspapers emphasizing civic contributions of the system.

The series is titled, "Facts Worth Knowing About the D. S. R." and the

SELLING SYSTEM

56 MILLIONS SAVED BY THE PEOPLE OF DETROIT



The fare paid by Detroit street car riders would have been \$24,000,000 more if the D. S. R. charged the average rate of fare for street car service in the larger cities that are comparable with Detroit for which statistics are available. This may seem like an amazing saving for the 19 years of operation under municipal ownership—would you consider that the D. S. R. has the honor fare in the country for street car service? Please come to representative office for facts.

City	Rate
Detroit	10¢
Chicago	15¢
Cleveland	15¢
Philadelphia	15¢
Pittsburgh	15¢
St. Louis	15¢
Washington	15¢
Average	15¢

The policy of the D. S. R. is to give the street car rider the lowest fare possible. If the objective were to operate with the rate of fare in Detroit outside would be of high or low in the average fare charged in the other mentioned cities.

Scheduled service is now also made by special cars on U. S. routes: Chicago, Cleveland, St. Paul, St. Louis, Washington, and Philadelphia. The D. S. R. also has a special car for the U. S. route: St. Paul, Chicago, St. Louis, Washington, and Philadelphia.

BOARD OF STREET RAILWAY COMMISSIONERS
 JOHN P. HAZEN, Pres. • JAMES S. HUNT, Vice-Pres. • ERIC C. BURDEN, Secy.


EX- and got **BOTH**

A FIRST CLASS MAGAZINE

And that means everything a magazine should have . . . first-run fiction and articles for every member of 4,500,000 metropolitan families . . . long life, approved by publishers' surveys and advertisers' returns . . . rich color, that sells your product at just 1/4¢ per family for a full color page . . . and that exclusive "extra quality"—it's a magazine . . .

... WITH NEWSPAPER PUNCH

That means the sales action of the 21 great metropolitan newspapers behind it . . . concentrated circulation in 21 "super shopping centers" that reaches an average of 1 in every 3 1/2 families . . . allows 21 copy changes to list local dealers, radio stations, etc. . . ties up with the dealer's own advertising, in the medium he trusts with his own dollars . . . influences family shopping and buying action as only the local newspaper can.



"HERE'S THE AGATHA CHRISTIE MYSTERY YOU WANTED BUT SAVE ME THAT CRISCO COUPON ON THE BACK COVER."



"LET ME SEE THAT CRISCO AD AGAIN, TOM. IT TELLS WHICH STATION 'VIC AND SADE' ARE ON."

Detroit's municipally-owned street car system has launched an institutional series of advertisements in local newspapers, emphasizing service and economies to citizens.

Initial insertion carries the identifying note that the advertising campaign is, in effect, "a series of reports to the people of Detroit—owners of the D. S. R."

"What do you really know about the D. S. R.?" the headline of the initial insertion asks and goes on with the statement, "When you stop to think of it, isn't it surprising how little you do know about the D. S. R.—your D. S. R.?"

Popular Beliefs Wrong
Public misconceptions about the system are admitted in the copy and the statement is made that:

"Among other important facts about the D. S. R. that are not generally known is that the D. S. R. has never received even one penny of your city tax money—and, contrary to public belief, the D. S. R. is today the fourth largest taxpayer in the city."

Another insertion in the series points out that during the 15-year ownership of the system by the city the car riders have saved 56 million dollars by virtue of low fares.

The campaign is being handled by Witte and Burden.

New "Drums" Schedule

A five-a-week-schedule for "Drums," Folger Coffee Co., Los Angeles, present once-a-week mystery serial, will begin Dec. 29. Folger's will have the show two nights a week, and the Don Lee Broadcasting System the other three nights. The program originates at KHJ, Los Angeles. Raymond R. Morgan Co., Hollywood, is the producer of "Drums."

Retains Kaufman

Washington School of Art, Washington, D. C., has retained Henry J. Kaufman, Advertising, Washington, as advertising counsel.

SEND FOR THIS FREE BOOK



PORCELAIN ENAMELED SIGNS

Constructive—Informative—Profusely Illustrated. Your request will bring only the book—no salesman.

PORCELAIN ENAMEL INSTITUTE
 612 No. Michigan Ave., Chicago

Send me your free book on Porcelain Enameled Signs.

Name _____
 Firm _____
 Address _____

Effort to Buy Journal Fails for Annenberg

Milwaukee, Dec. 21.—An effort by Moses L. Annenberg, who recently bought the Philadelphia *Inquirer*, to acquire control of the *Milwaukee Journal* failed Friday when Judge McDonald, presiding in the Milwaukee county court, signed an order confirming sale to the Journal Company and Miss Faye McBeath of the 1,100 shares of stock owned by the late Lucius W. Nieman, founder of the newspaper.

The approved price is \$3,500 a share. That offered by Mr. Annenberg for the shares which would give him the balance of power was \$4,250 a share. On 1,100 shares, the difference amounts to \$825,000.

Adjustment to Follow

The court action insures that Harry J. Grant, publisher and executive vice-president of the *Milwaukee Journal*, will continue at the helm.

There are 2,000 shares of *Journal* stock outstanding. Besides the 1,100 shares involved in the current situation, 500 shares were held by Mrs.

Susan A. Boyd, of Wilmington, Del., and her family, while Mr. Grant held 400. The Boyd interests have agreed to sell 50 shares to Mr. Grant at \$3,500 a share. When the stock transfer is completed, Mr. Grant, Miss McBeath and the Boyd group will hold 450 shares each, with the *Journal* owning 650.

A reissue of stock will follow under terms of Mr. Nieman's providing that at least 25 per cent of the *Journal* stock is to be made available to employees of the paper on easy terms. Each of those named will then hold 25 per cent, with voting power of the majority being vested in Mr. Grant.

Joins Westinghouse

Robert M. Oliver, formerly advertising manager of Iowa-Nebraska Light & Power Co., Lincoln, Neb., will become national advertising manager for accessories of Westinghouse Electric & Mfg. Co., Mansfield, O., Dec. 28. Previously Mr. Oliver was with Bozell & Jacobs, Inc., Omaha.

Gets Drug Account

The Owl Drug Co., San Francisco, operating 126 drug stores in California, Washington and Oregon, has appointed D'Evelyn & Wadsworth, Inc., San Francisco, to handle its advertising.

TOTAL DISPLAY IN NEWSPAPERS STEPS UP 11.6%

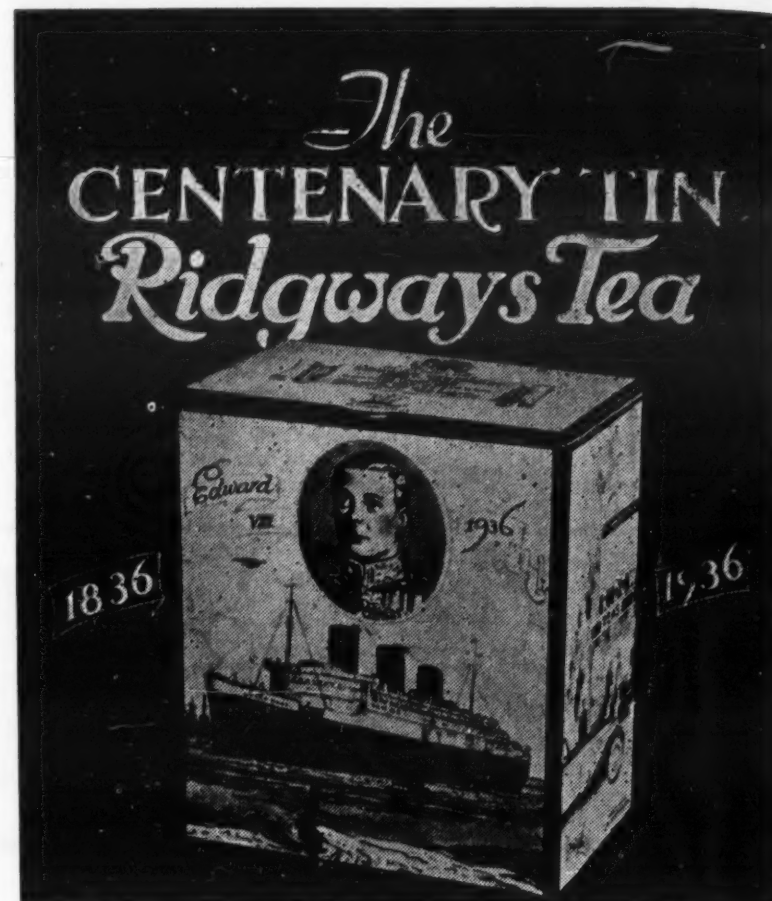
Automotive Lineage Is Big
Feature of November

New York, Dec. 24.—With vagaries of automotive and financial advertising offsetting each other, total display newspaper volume for November reached 109,339,564 lines, for a gain of 11,387,658 lines, or 11.6 per cent, over November, 1935, according to Media Records, Inc.

Classified advertising in the newspapers of the 52 cities covered by the tabulation reached 22,646,305 lines, for a gain of 14.7 per cent over November, 1935, lifting the November increase for total newspaper advertising to 12.1 per cent over the corresponding month of 1935.

Total display for the first eleven months of 1936 reached 1,006,829,347

ADDED SALES APPEAL TO COLLECTORS



Rather than diminishing sales power by the abdication, customers of Ridgways, Inc., New York, are considering increasing the price of these King Edward VIII tins in the future as collectors' pieces, Walter E. Meinzer, general sales manager, reports.

Guide to Known Value

A truth-detector for space salesmen's claims . . . an eliminator of the "unknown quantity" in a magazine's bid for your patronage . . . a metering device for the only merchandise in which the space buyer deals: That's what the Controlled Circulation Audit is, and C.C.A. is its signet, a guide to *known value*. ***C.C.A. was formed to provide you with full and indisputable facts about *controlled circulations*, by means of a regular, responsible audit. C.C.A. is an independent organization to audit controlled circulations and to do nothing else. The purpose of this advertisement is to tell you that controlled circulation need no longer be purchased on either hope or promise. Publishers of the media listed below can show you C.C.A. audit reports for their circulations. C.C.A. insignia on their mastheads, rate cards, and above their listings in Standard Rate and Data should be your guide to known value.

This Advertisement in Behalf of C.C.A. is Sponsored and Paid for by the following C.C.A. Publications

AGRICULTURAL LEADERS
DIGEST
AIR CONDITIONING combined with
OIL HEAT
AMERICAN DRY CLEANER
AUTOMATIC HEAT & AIR
CONDITIONING
BAKERS REVIEW
BETTER ROADS
COMPRESSED AIR MAGAZINE
DRAPERY PROFITS
DRUG TOPICS
EARTH MOVER
ELECTRIC LIGHT & POWER
ELECTRICAL DEALER
ELECTRICAL MANUFACTURING
EXCAVATING ENGINEER
FLEET OWNER
GOLFDOM
GRAPHIC ARTS MONTHLY

HOSPITAL TOPICS &
BUYER
INDUSTRIAL EQUIP-
MENT NEWS
INDUSTRIAL POWER
INDUSTRY & WELDING
JOBBER TOPICS
LIQUOR STORE &
DISPENSER
LUBRICATION &
MAINTENANCE
MACHINE DESIGN
MACRAE'S BLUE BOOK
MEAT
MEDICAL ECONOMICS
METAL CLEANING &
FINISHING
MILL & FACTORY
MODERN MACHINE
SHOP

MODERN PLASTICS
NATIONAL JEWELER
ORAL HYGIENE
POWER WAGON
PRINTING INDUSTRY
PROGRESSIVE GROCER
RAND McNALLY
BANKERS MONTHLY
RUG PROFITS
SHOE STYLE DIGEST
SODA FOUNTAIN
SUPER SERVICE STATION
SYNDICATE STORE
MERCHANTISER
TIRES
WOOD PRODUCTS



CONTROLLED CIRCULATION PUBLISHERS

lines, for a gain of 9.5 per cent over the same period of 1935. Three months of 1936 exceeded 100,000,000 lines, the first time this mark was reached since 1931, when it was achieved in six different months. Total display for the first eleven months of 1936 exceeds that of the entire year of 1932, 1933, or 1934.

Big Automotive Gain

The automobile show caused that industry to take the rubber bands off of advertising appropriations in November and automobile advertising soared to 9,812,277 lines, for a gain of 27.8 per cent over November, 1935, and no less than 58 per cent above October, 1936.

To maintain an even keel, however, financial advertising dropped to 1,848,065 lines from the 2,096,388 used in November, 1935, for a decline of 11.8 per cent. Financial advertising for the first 11 months, however, registered a gain of 17.5 per cent over 1935, while automotive declined 0.4 per cent.

Financial lineage made gains over 1935 for each of the first seven months of 1936, and during the last four has been equally consistent in the other direction. This is generally attributed to the fact that banks are overflowing with funds for which they are unable to find profitable use.

The record of automobile lineage for 1936, as compared with other years, is a model of inconsistency, which is explained only partly by a shift in show dates. After lagging behind 1935 lineage during the first quarter of the year, optimism suddenly flowered in April, and the automotive industry registered its first lineage gain of the year over the corresponding month of 1935.

Making Strong Finish

While advertising in newspapers was also heavy in May, it fell below the total for May, 1935, and maintained the decline in June. In July, lineage again rose above the level of July, 1935, but fell into the doldrums again in August, only to score a startling reversal of form in September, and again in October to a lesser extent.

The lively pace set by other classifications early in the year was maintained in November. Retail lineage showed a gain of 9.3 per cent, or slightly above the 11 months' average gain of 8.2 per cent. General advertising in newspapers gained 15.5 per cent in November, as compared with its 11 months' average of 16.3 per cent.

Total display gained 11.6 per cent, compared with 9.5 per cent for the first 11 months, while classified regis-

tered an advance of 14.7 per cent, as against 16.2 per cent for the first 11 months. Department store advertising gained 10.8 per cent in November, as contrasted with an increase of 7.9 per cent for the first 11 months and total advertising stepped ahead 12.1 per cent, as compared with its 11-month gain of 10.7 per cent.

Mexico Makes Bid

The Traffic Department of National Railways of Mexico, San Antonio, Tex., has opened a convention department. Francisco Alatorre is convention director. A four-page letterhead used by the company pictures the convention attractions of Mexico in cartoon style.

Place on Own

Edward R. Place, formerly with N. W. Ayer and Son, Inc., at Boston, has opened his own publicity organization at 11 Beacon St. in that city. The American Mutual Liability Insurance Co. has engaged Mr. Place as publicity counsel.

Howard for Sapolin

Sapolin Company, New York, paint manufacturer, has appointed E. T. Howard Company, also of New York, as advertising counsel.

Announces New Electrical Magazine

Publication of *Electrical Maintenance* will begin in January at 1117 Wolfendale St., Pittsburgh.

LEADERS

CHRISTIAN
HERALD

A daily check of men in air conditioning that has been conducted for over two years has resulted in a list of buyers and specifiers of air conditioning equipment that has no equal. It is this unmatched list of dealers, contractors, consulting engineers, designing engineers, large industrial users, manufacturers, utilities and others that will make up the distribution of the AIR CONDITIONING BLUE BOOK—an unmatched list because no other organization

Parallels the Calls Your Salesmen SHOULD Make

THE more than 600 pages of AIR CONDITIONING BLUE BOOK will contain:

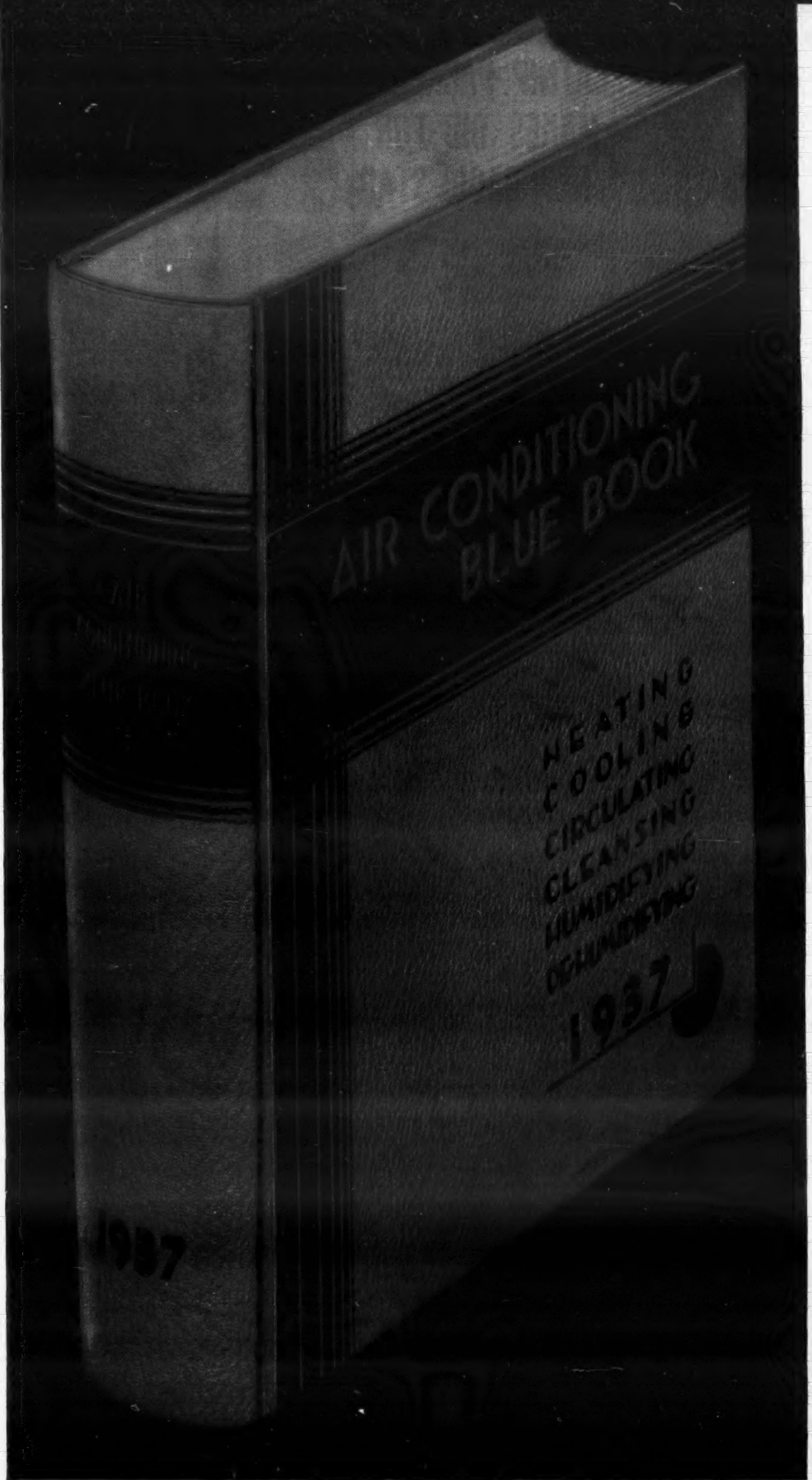
- 1.—More than 150 pages of technical reference data essential in figuring air conditioning requirements—an unusual feature in this type of publication.
- 2.—A classified directory of every product entering into air conditioning.
- 3.—A trade name section showing every trade name by which products in the field are known.
- 4.—The names and addresses of more than 3500 manufacturers.
- 5.—Catalogs of leading manufacturers, separately indexed and with the names of such manufacturers identified throughout the other sections.

AIR CONDITIONING BLUE BOOK

Published by the Publishers of . . .
AUTOMATIC HEAT and AIR CONDITIONING
DOMESTIC ENGINEERING . . . THE PLUMBING and
HEATING CATALOG-DIRECTORY
1900 PRAIRIE AVE., CHICAGO, ILL.

has undertaken this highly important task. As a result, the distribution of the AIR CONDITIONING BLUE BOOK will exactly parallel the calls which would be made by a manufacturer's sales organization — *if* the manufacturer could locate all of the men in air conditioning.

Write for a copy of "The 16,695 Factors in the Air Conditioning Market" and for full details concerning copy requirements, rates, agency commission, etc.



AIR CONDITIONING BLUE BOOK
AIR CONDITIONING BLUE BOOK
AIR CONDITIONING BLUE BOOK
AIR CONDITIONING BLUE BOOK
AIR CONDITIONING BLUE BOOK

Guinness Uses Testimonials of Physicians

London, Dec. 14.—Turning the year with a distinctive change of pace, Guinness, one of the largest advertisers in the British Isles, has launched five separate campaigns back of its Irish brew.

Although each series carries the tag line, "Guinness is good for you", there is little in common among the campaigns. They range from mail order type of testimonial to single line reminder copy with poster art treatment. Media include national and provincial newspapers, posters, and bus and subway cards.

One of the few British national advertisers to employ reason-why copy, Guinness in one series makes claim to no less than seven reasons why the drink is good for the individual.

Testimonials Unsolicited

A second approach is built around letters from doctors, who testify that the product helped their patients back to health. They unanimously praise the curative properties of the

beverage. These testimonials are said to be unsolicited. Some of the doctors sign their full names, others give only their initials.

In a third series, the spotlight centers on the reputation of the House of Guinness, famed as master brewers for more than 150 years. It was, incidentally, a century and a half after the founding of the firm that it broke into the ranks of national advertisers. On this occasion, Guinness used its first national newspaper space to announce the news that it had gone "national."

The fourth series appeal is informative, telling how to keep the drink in the home, when to drink it, and other instructions.

Largest of current campaigns, reminder advertising, features poster-like layouts and very short copy. It makes a play on a pun or a humorous stopper line as the only message.

Sponsor Sales Congress

A business and sales congress sponsored by the Advertising Club of Newark, N. J., will continue until Jan. 26. It is conducted by Vernon T. Grizzard and stresses technique and fundamentals of selling. Membership is open to those associated with any phase of business management.

CATNIP PACKER MAKES BID FOR NEW RADIO STAR

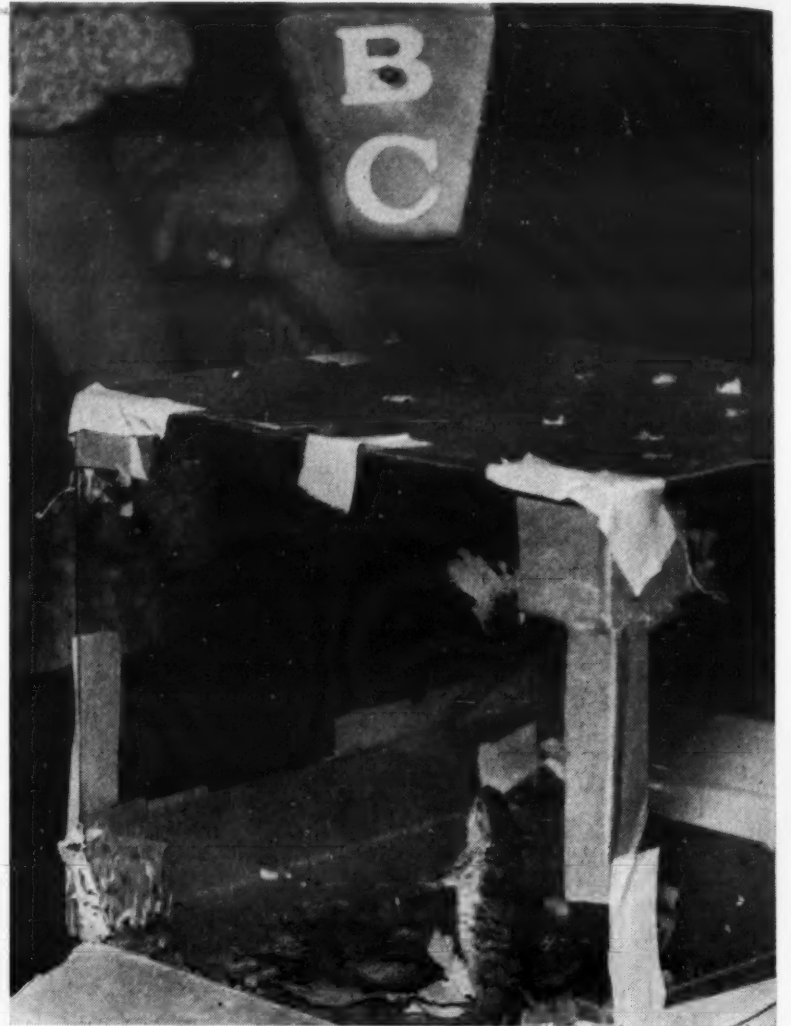
Minnie Traps Fans in NBC Debut

Chicago, Dec. 23.—With a couple of squeaks and a tentative bar from Poet and Peasant, the latest star in the radio firmament minced into the National Broadcasting Company's artist's bureau yesterday and affixed her paw mark to a service option as several advertisers waited outside for the trap to snap.

The epochal event did not halt the feverish search for talent nor still advertisers' avid search for sure hits, but it did suggest that a new source of entertainment may have been trapped.

For the young lady in question springs from a family the general public has found to be prolific multi-

MINNIE MAKES HER DEBUT



Mouse-like qualities of new coloratura's voice puts advertisers in nibbling frame of mind.

pliers. And at the latest report several sponsors were nibbling—a practice in which the star in the case and her family have claimed some monopoly.

Debut on Jamboree

The new star is Minnie the Mouse, who made her debut on National Broadcasting Company's sustaining program, The Saturday Jamboree.

Minnie yodels a wicked yodel although mice are said not to inhabit the alpine heights where the yodel holds forth. But Minnie apparently climbed these professional heights from the warm reception granted her maiden singing effort.

It might almost be said infant effort, for Minnie, according to her guardians, the Chicago Industrial Home for Children, is a tender eight weeks old.

Minnie, let it be known, has that mouse-like quality in her coloratura soprano. Her guardians insist she has been trained rigorously on cheese and kindness.

Cats Line Up

But what interested potential sponsors was the fact that Minnie has "it" and at the conclusion of her maiden appearance, letters from fans and fannettes, including dozens from cats of the human variety, deluged the networks' various outlets.

"She's a natural," a packer of catnip was heard to breathe fervidly as he consulted his advertising manager and prepared to bid for Minnie's allure.

Several cheese manufacturers also were said to have approached Minnie for testimonials but Minnie, on being interviewed squeaked a bored: "Please go away. I want to be alone."

Kolk Starts Business

Emil W. Kolk, with Stevens & Thompson Paper Company 22 years, has resigned to establish his own sales agency Jan. 15 in the Woolworth Bldg., New York.

Sun Lamp to Rooney

Keene Chemical Company, New York, has appointed Alfred Rooney Company, New York, to handle advertising of its Palm Beach sun lamp. Magazines will be used.

"Life" Adjusts Rate

Time, Inc., New York, has announced that the page rate for *Life*, effective with the Feb. 1, 1937, issue, will be \$3,000.

Rockwell in New Role

Homer M. Rockwell, for a number of years vice-president and account executive of Stanley E. Gunnison, Inc., has joined the New York office of the Guide Group, publishers of *Radio Guide*, *Screen Guide* and *Official Detective Stories*.

HELP!



"...Then startled by his sudden fear He stubs his toe and through the air Is hurtled headlong at a bear! Oh please stick to it, boys, until You've saved the life of Skier Bill.."

AND how they'll save him! Between 2,000 and 3,000 boys will rescue Skier Bill from the apparently hopeless predicament he finds himself in the January issue of the Open Road for Boys.

This number, mind you, represents only those boys who can dope out a plausible solution and draw it! Some 748,000 other ORFB readers* each month eagerly follow similar problems and the prize-winning answers of this popular feature. And that's typical of the magazine from cover to cover.

Every page is an adventure. Breath-taking fiction, articles by famous coaches and star athletes, hobby departments—ORFB is literally "read to pieces".

That's why advertisers get such response from the Open Road for Boys! If boys buy—or use your merchandise—750,000 of them will see your message in the fastest-growing magazine published for boys.

*300,000 guarantee
750,000 estimated readers

Open Road for Boys

729 Boylston Street, Boston
122 E. 42nd St. Npw York
307 N. Michigan Ave. Chicago
155 Montgomery St. San Francisco
318 W. 9th St. Los Angeles

STATEMENT OF CIRCULATION

BALTIMORE NEWS-POST

(Publisher's Statement to A.B.C. for six months ending September 30, 1936)

HOME DELIVERY

112,457

TOTAL CITY ZONE

172,757

TOTAL TRADING AREA

187,743

TOTAL CIRCULATION

204,735

REACHING
MORE THAN
4 out of 5
BALTIMORE
FAMILIES

There is NO Substitute
for Circulation,

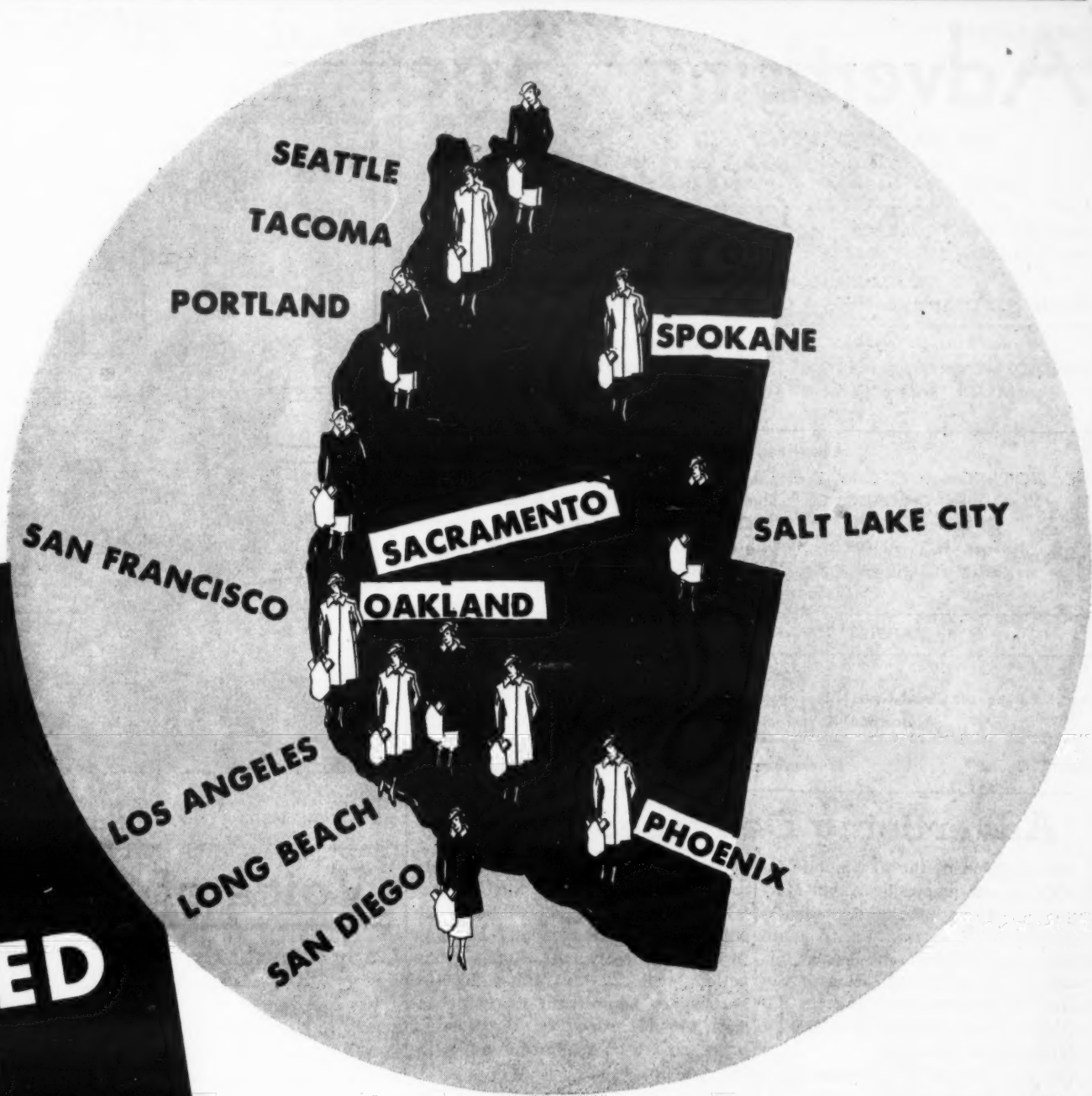
BALTIMORE NEWS-POST

and Sunday American

Average net paid circulation of the Sunday American for six months ending September 30, 1936—230,239; the largest in all the South.

Nationally—Hearst International Advertising Service—R. E. Boone, Gen'l Mgr.

WHEREVER THE WEST BUYS— it buys ASSOCIATED WEEKLY



PURCHASING power from a third of the United States — that vast area west of the Rockies — flows into twelve major centers. They lie hundreds of miles apart. You, as an advertiser, can win the west only if your messages reach the people of these twelve trading areas. Associated Weekly — and only Associated Weekly — covers them all, and covers them adequately through their local newspapers.

Nearly half the families in the west (44%) receive Associated Weekly. That's better coverage than any other magazine offers in any market in the United States. *Plus this*, Associated Weekly gives you complete local merchandising cooperation. When you think of the west, think of its *best known magazine*.

Associated Weekly
 MAGAZINE AND COMIC SECTIONS ESTABLISHED IN 1927
 OFFICES: NEW YORK · CHICAGO · DETROIT · CLEVELAND · SAN FRANCISCO · LOS ANGELES

ASSOCIATED WEEKLY IS THE ALL-INCLUSIVE NAME FOR THE MAGAZINE AND COMIC SECTIONS OF THESE 12 LEADING SUNDAY NEWSPAPERS

SAN FRANCISCO CHRONICLE
 PHOENIX, ARIZONA REPUBLIC

OAKLAND TRIBUNE
 PORTLAND OREGONIAN

SACRAMENTO UNION
 TACOMA LEDGER

LOS ANGELES TIMES
 SEATTLE TIMES

LONG BEACH PRESS-TELEGRAM
 SPOKANE SPOKESMAN-REVIEW

SAN DIEGO UNION
 SALT LAKE TRIBUNE

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Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING
Trade Mark Registered U. S. Patent Office
ISSUED EVERY MONDAY BY ADVERTISING PUBLICATIONS, INC.

Publication Office, 100 E. Ohio St., Chicago Tel. Del 1337
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G. D. CRAIN, Jr., President and Publisher
KENNETH C. CRAIN, Vice-President. O. L. BRUNS, Vice-President. E. KEBBY, Secretary

MURRAY E. CRAIN, Managing Editor
HAROLD MONAHAN, HARRY E. SHUBART, J. M. RUSSAKOFF, DONALD B. HARTER, RALPH O. MCGRAW and KEITH PAXTON, Associate Editors.
Correspondents in All Principal Cities

Advertising Department

NEW YORK: Kenneth C. Crain, Eastern Manager; John D. Gallagher, M. D. Hicks, Philip W. Murphy. CHICAGO: O. L. Bruns, Western Advertising Manager; John E. Walsh, J. C. Gafford. SAN FRANCISCO: Simpson-Reilly, Russ Bldg., Walter S. Reilly, Manager. LOS ANGELES: Simpson-Reilly, 536 S. Hill St., Gordon Simpson, Manager. ATLANTA: B. Frank Cook, Walton Building. LONDON: Theo. F. Baer, 17 Stratford Place, W. I.

S. R. BERNSTEIN, Director of Research and Promotion

MEMBER

Audit Bureau of Circulations, Associated Business Papers, Inc., National Publishers Association, Advertising Federation of America

Vol. 7, No. 52 December 28, 1936 5 Cents a Copy, \$1 a Year

Advertising Delivered Prices

The decision of the automobile industry, as announced by Alvan Macauley, president of the Automobile Manufacturers' Association, to quote delivered prices in motor car advertising, is one more indication of the desire of business to make its advertising presentations truthful and accurate in all respects.

The delivered price quotation does not include transportation costs from the factory to the city in which the customer takes ownership, but it does include all taxes and cost of accessories, such as spare tires, which usually have had to be added to the f.o.b. price by the dealer when he sold the car to the retail buyer.

The custom in the automobile, refrigerator, radio and other specialty lines has been to advertise a base price which represented the cost at the factory, but without the inclusion of many other items which the customer has had to pay. Thus the consumer, interested in buying at the price suggested by the advertising, has found on contact with the retailer that the actual cost would be considerably higher, as the result of the necessary addition of items which have had to be included in the final price.

The use of this method has been criticized by many, including advertising and merchandising executives of companies which have employed the plan because of the custom ob-

served by the entire industry. In order to avoid publishing prices which might seem out of line with competition, each company has had to employ the system. Hence group action, such as that taken by the automobile manufacturers, is necessary to put prices on the correct basis, as far as readers of advertising are concerned.

We believe that the action of the automobile manufacturers is in line with the demand of the times for clear, understandable advertising and for merchandising practices which make it impossible for the consumer to be misled. It seems perfectly reasonable to expect this action to be followed by manufacturers in other industries which have used the price plan just abandoned by the motor car manufacturers.

The automobile finance companies have explained to the Federal Trade Commission their defense of the present method of indicating the cost of handling deferred payments in the purchase of motor cars. The defense is logical, and yet it could still be said that if the consumer does not fully understand the basis of the charges, the advertising should be changed to make it entirely clear.

Business in its use of advertising is realizing that to be most effective it must leave nothing unexplained or in doubt.

The Standard of Comparison

The trade associations representing retail groups are saying very frankly that the decision of the Supreme Court on resale price maintenance through state fair trade laws will lead to greater dependence of merchants on private brands.

The A. & P. is distributing handbills in certain cities—presumably because publication in newspapers has been denied—pointing out that its prices for goods of quality comparable with nationally advertised brands are much lower.

These are the immediate repercussions from the highly significant decision of the Supreme Court, and yet they do not indicate much of a change from what has always been true, namely, that the merchant buys what he thinks his customers want, and sells the products he thinks they will buy. The private brand has always been employed by important distributors to get longer margins and greater price control than possi-

ble with most manufacturer-advertised brands.

But the important thing to remember is that in most cases the best comparison the owner of the private brand can make is with the advertised brand, with which the consumer is familiar, both as a result of advertising and use. The advertised product has become the standard in its field; in many cases, it has created the market which promoters of private brands seek to share.

The uniformly excellent quality of the advertised brand is what makes it a satisfactory article for the consumer to buy. That is the thing which creates demand—assurance of satisfaction in use. The private brand, which has not become associated in the public mind with standards of quality, and has not won acceptance through advertising, is at a disadvantage which only the most aggressive promotion by the merchant will even partially offset.

A NEW ERA IS UNFOLDED



"Latest in hitchhiking."

—Chicago Daily News.

Voice of the Advertiser

Copy Control Up To the Advertiser

To the Editor: In theory, the proposition of copy control advanced by Mr. Peabody is excellent. In practice, I'm afraid it would be ineffective to cure the real disease from which advertising suffers. Unfortunately, these matters are so much a matter of theory and so much a matter of individual taste that "czardom" would merely constitute another case of bureaucratic meddling.

The real threat to advertising is not naked women, not exaggerated claims—these we have always had with us and the public has quickly sorted the goats from the sheep.

Our trouble is that so many manufacturers, who have for so long been regarded as reliable, have stooped to practices that of copy and merchandising which have materially weakened the belief of the public in all advertising. Their excuse is that it is in the spirit of the day—that competition forces them to adopt these methods. So we find ourselves buying goods, not because they are the best, but because with these box tops we can get bigger spoons and bigger aluminum cooking pots, or because Greta Garbo uses them (at \$1,000 per use).

The paid testimonials, the most damaging blow to credulity ever struck, still flourishes. These questions cannot be decided by a "czar." Bad taste always reacts eventually against the offender. These cases will take care of themselves. It is the reputable advertisers who weaken the public's "belief" in advertising—who are killing the goose. And the tragedy of it is that no one will be able to prove it until it is too late.

If we could have a "czar" who appreciated that it is not the quacks and chisellers who are creating the disbelief in advertising—who are giving strength to the non-advertisers' claim of being able to sell cheaper because they don't advertise and don't give away trips to Europe—but the large, reputable manufacturers who have spent years winning the confidence of the public—something might be accomplished.

And if such a "czar" were in power, his work to be effective would have to be done with (1) advertising agencies where the ideas, illustrations and copy originate; (2) with the advertisers who approve the agencies' thinking and supply the money. And it should apply to all

media, including radio. Otherwise such a "czardom" would be a ring-around-the-rosie and the publisher would be the goat.

J. PAUL MAYNARD
Advertising Manager, Christian Herald Association

Pullman "First" Was 20 Years Ago

To the Editor: I note in your issue of November 23, under "Last Minute News Flashes" that The Pullman Co. will launch its first extensive advertising campaign next month, etc.

About twenty years ago the Husband & Thomas Company planned and placed the first advertising campaign The Pullman Company had ever run, using a list of about fifteen magazines and well over three hundred newspapers. The cost of this campaign ran well into six figures.

As a matter of fact, my old friend Charlie Frey (Pullman's present advertising agent), who was then conducting an art service in Chicago, furnished a good deal of the art work for this campaign.

DAVID C. THOMAS,

Husband & Thomas, Inc.,

New York.

The Public Has to Be Strongly Urged

To the Editor: On Page 2 of the Dec. 14 issue of your publication, I note you believe that because a library advertises in newspapers, it is news.

Would you also consider it "news" if a Museum of Natural History had to advertise in car cards to obtain attendance, or that a board of education had to advertise in cars and buses to get people to better themselves at no monetary cost to them? If so, letters from these groups may interest you.

In one, from Thomas S. Roberts, director of the University of Minnesota Museum of Natural History, Minneapolis, Minn., we have testimony of failure of repeated efforts to inform the general public of the university's free Natural History Museum. The university launched a campaign in street cars after an attendance of 82 on the Sunday prior to the opening of the campaign. The following Sunday 824 visitors came to the museum with the attendance reaching a peak of 1,570.

The same effect was noted in a car card campaign last year by the

Board of Education of New York City. Charles B. Howe, Administrator, informed us that as a result of the campaign, the school registration showed an almost immediate increase.

N. H. DE FOE,
Street Railways Advertising Company, New York.

Another Chapter to Quatrain's History

To the Editor: Tell A. E. Hammond, Jr. (see ADVERTISING AGE, Dec. 21) he, as well as Edward Erstwhile VIII, is all wrong, 'cause one of my bosses, a publisher, wrote that quatrain, the correct version being:

"The man who whispers down a well About the goods he has to sell Won't reap the golden, shining dollars

Like he who climbs a tree and hollers."

And when first published it was illustrated by no less than Joseph C. Lincoln, of "Cape Cod Folks" fame. Joe was our magazine's art director. And this was thirty years ago.

GRIDLEY ADAMS,
Weehawken, N. J.

Experiment, Not An Expansion

To the Editor: In your last issue of ADVERTISING AGE, there appears on page 9 an article headed "Maxwell House, Campbell Soup Expand Chain."

The Mayflower Shops, in which Maxwell House Doughnuts, Maxwell House Coffee and Campbell's Soups are featured, are owned and operated by the Mayflower Doughnut Corporation. A statement as to the purpose of each shop and ownership of each shop is contained in each of the Mayflower Shops in existence.

These shops have been opened in those cities where we felt a good sampling job could be done. The writer of your article would give the impression that we are going to open a great number of these shops. This is not the case, as the entire idea of these units is experimental and we wish to test further this means of sales promotion before going forward.

We do have a shop in Oakland, but we do not have one in San Francisco. There are only fourteen of these exhibits in operation. The article further states "The plan of making Maxwell House coffee available in its own restaurants was born during the depression, General Foods Corporation working with Ward Baking Company and other local or sectional bakers in establishing and operating stores in leading cities." As stated previously, these Mayflower Shops are not owned by General Foods Corporation or any subsidiary of General Foods Corporation. It is through the Mayflower Doughnut Corporation that the contacts with the baker are established in order to secure wholesale distribution of Mayflower Doughnuts, which are manufactured in the exhibits.

J. H. FRIEDEL,
President, Mayflower Doughnut Corporation, New York.

Portland Plan Or "Carson's Folly"

To the Editor: At the annual Christmas meeting of the Portland Realty Board Dec. 18 I outlined a plan to go before the houses of the next state legislature to ask for an extensive advertising appropriation for Oregon.

The plan contemplates a nationwide radio program to be followed up by all other forms of advertising featuring every section of the station.

It's my firm conviction that we here ought to throw super-caution behind us and put on a program to let the world know about Oregon. It will pay dividends and if it doesn't I am willing to let it be known as "Carson's Folly."

JOSEPH K. CARSON,
Mayor, Portland, Ore.

Wheat Soars On Broadening World Demand

HULL'S COMPROMISE ON 2 ACCORDS LAY TO LEAGUE STAT

Wheat Soars On Feverish Buying Wave

GRAIN PRICES SOAR TO A 7-YEAR PEAK

Empty-Handed in a Bull Market

WHEAT PRICES SOAR ON EUROPEAN NEEDS; FUTURES UP 4¢ TO 8¢

WHEAT GROWER

CANADA

AUSTRALIA

ARGENTINE

THE MARKET

HOT NEWS TO YOU! But ...

COUNTRY GENTLEMAN called the turn the same day

Dramatically Again Country Gentleman Demonstrates Leadership in Authentic Agricultural Information

At the same moment that the daily newspapers were headlining the "newly discovered" world wheat shortage, January Country Gentleman appeared with an authoritative article forecasting the crisis and explaining its causes in detail.

Country Gentleman's A. W. Baum, world grain expert, had spent months analyzing the situation. The present development was obvious to his editors long ago.

"Empty-Handed in a Bull Market" could not be more timely. Grain traders, millers, farmers, food manufacturers, and merchants recognize it as an important contribution.

But it is only one of this publication's

news scoops in this business. Last April Country Gentleman forecast the necessary lifting of European grain import quotas and other restrictions. It happened on schedule—in November.

News—Plus

Month in and month out, in every phase of both marketing and production, Country Gentleman has the authentic news of agriculture—*first*.

Country Gentleman not only prints such news. It *sells* every practical invention and every sound new idea to its readers as a means to bigger income and better living.

It brought the amazing legume, Lespedeza, to the attention of American farmers, for example. Now 30 million acres are planted to this profitable crop. It played a primary part in advancing the all-important soil-conservation pro-

gram. It has fostered plant breeding that has meant millions of dollars to farmers. It crusaded for Fundamental Agricultural Research by the Federal Government which is now so vital to rural development.

Here are high spots from a record that no other publication can approach. There is nothing like it anywhere.

To Manufacturers, Distributors and Retailers

If you take a publication in your business that gives you the FUNDAMENTAL INFORMATION Country Gentleman gives its readers, you set great value on it. Add to this the fact that, in rural communities, Country Gentleman is a guide not only to making money, but to spending it for greater profit and happiness, and you have some idea of how this publication is regarded.

Then consider that, by the very nature of the magazine, its five and a half million readers *must* be alert, intelligent, and consequently the most prosperous and ambitious people in the rural market.

If you sell goods that will contribute to the lives of high-grade country people with money to spend, Country Gentleman will help you sell it in volume—economically—as no other medium of advertising can do.

If your product is one that most families can use or enjoy, Country Gentleman should be a fundamental part of your advertising plan.

COUNTRY GENTLEMAN
AMERICA'S FOREMOST RURAL MAGAZINE

...go west in

KHJ

...LOS ANGELES
CALIFORNIA'S
FIRST MARKET,
THE NATION'S
FOURTH

KFRC

...SAN FRANCISCO
WHERE 65% OF
NORTHERN
CALIFORNIA
BUSINESS IS
DONE IN 9%
OF THE AREA

KGB

...SAN DIEGO
60% MORE
POPULAR THAN
ITS CLOSEST
COMPETITOR IN
A \$65,000,000
MARKET

KDON

...MONTEREY
-DEL MONTE
WHERE THE SEA
AND SOIL YIELD
MILLIONS, AND
MILLIONAIRES
PLAY

KGDM

...STOCKTON
WITHIN 100
MILES LIVES
ONE-THIRD
OF ALL
CALIFORNIA

KVOE

...SANTA ANA
COVERING THE
RICHEST
COUNTY IN
THE NATION

a new bid from

A BIG way

KDB

...SANTA BARBARA
WHERE PEOPLE
SPEND 145%
MORE THAN
THE AVERAGE
AMERICAN

KFXM

...SAN BERNARDINO
THREE-FOURTHS OF
CALIFORNIA'S CITRUS
FRUIT GROWS IN ITS
PRIMARY AREA

KPMC

...BAKERSFIELD
COVERING 25
PROSPEROUS
OIL, AGRICUL-
TURAL AND
CATTLE
CITIES AND
TOWNS

KXO

...EL CENTRO
ONLY STA-
TION IN RICH
IMPERIAL AND
COACHELLA
VALLEYS

A
GREATER
NETWORK
NOW
AFFILIATED
WITH
**MUTUAL
BROADCASTING
SYSTEM**

**TEN
STATION NETWORK
GIVES YOU MOST OF BEST
FOR LEAST IN CALIFORNIA**

A new, sensational broadcasting value. Not a two or three station network but a TEN station network that really covers California... that gives you the cities where money is spent — the country where money is made • You place one order. Pay one bill. And COVER California in a manner never before possible. Compare DON LEE Golden Group rates and stations. You will find astounding value, astonishing coverage!

KHJ • LOS ANGELES
KFRC • SAN FRANCISCO
KGB • SAN DIEGO
KDB • SANTA BARBARA
KFXM • SAN BERNARDINO

DON LEE

KPMC • BAKERSFIELD
KDON • MONTEREY-DEL MONTE
KGDM • STOCKTON
KVOE • SANTA ANA
KXD • EL CENTRO

WOOKEY

in the Golden Group

Sweitzer Sees Private Brand Sales Increase

New York, Dec. 23.—Private retail brands are expected to attract increased attention from department stores and other distributors as a result of the recent Supreme Court decision upholding the Illinois and California Fair Trade Acts, according to Channing E. Sweitzer, managing director of the National Retail Dry Goods Association.

The Robinson-Patman Act previously gave impetus to a growth in private brand merchandising, it was pointed out. Mr. Sweitzer said that as a result of manufacturers' efforts to control distribution of their products, retailers in defense are turning to private brands so that they can continue to be the purchasing agent of the consumer instead of selling agent of the manufacturer.

The Second Annual Packaging Clinic will be held in connection with the association's annual convention here, Jan. 18-22, and will present awards for the store brand and store package developments. A trophy has been donated by Irwin D. Wolf, vice-president, Kaufmann Department Stores, Inc., Pittsburgh.

KGHF and WTCN New NBC Outlets

KGHF, Pueblo, Colo., will join the NBC networks Jan. 1, 1937, as an optional outlet in NBC's Blue Mountain Group. It is the only station in the city.

With addition of WTCN, Minneapolis, Jan. 1, KSTP, with studios in Minneapolis and St. Paul, which has been an outlet for the NBC Northwestern Group, will join the NBC-red basic network. WTCN will broadcast the programs on the NBC-Blue network.

To Kleppner Agency

Moran McKinless, formerly with Small and Seiffer, Inc., New York, has joined The Kleppner Co., Inc., New York, as production manager.

BUYING POWER OF FARMER AT ALL-TIME PEAK

Higher Prices Boost Rural "Spending" Margin

Washington, D. C., Dec. 23.—Velocity of increase in farm income from 1933 through 1936 forecasts farm revenue next year almost equal to the peak year of 1929, according to annual agricultural income estimates just released by the Department of Agriculture, showing a rise in farm income to \$9,530,000,000 in 1936 compared with \$8,508,000,000 in 1935 and the record low of \$5,337,000,000 in 1932. Low yields were more than offset by high prices.

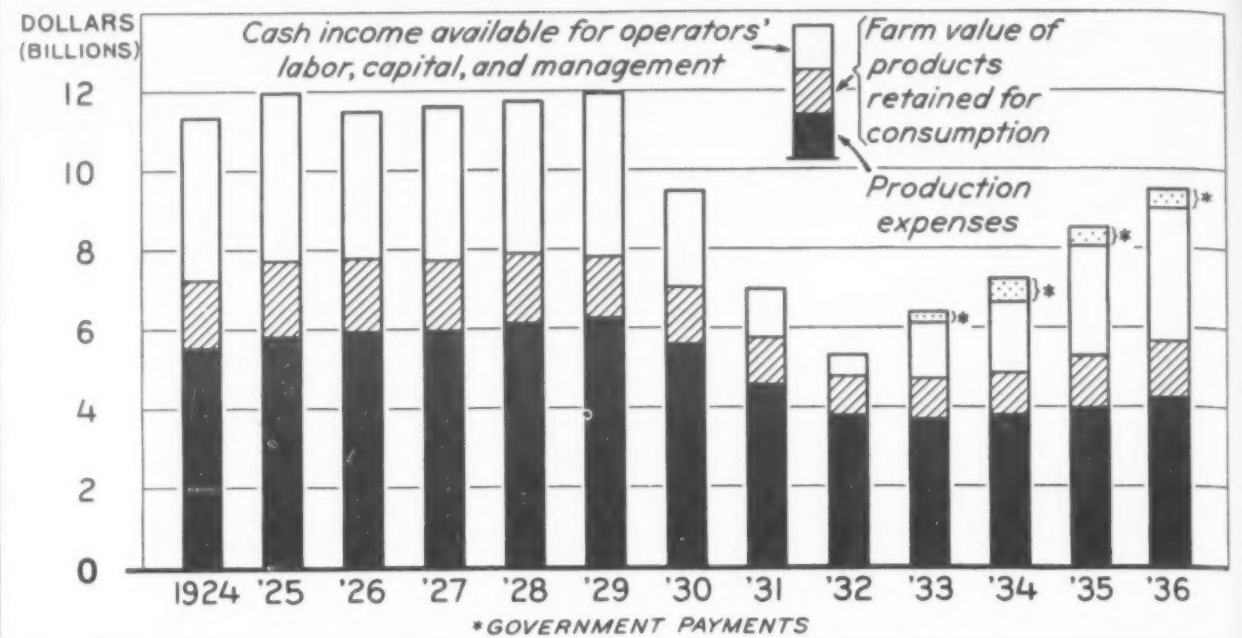
If the difference in the level of prices paid by farmers for required commodities is taken into account, the Department points out, the purchasing power of their 1936 income exceeds that of 1929, as well as all of the past 13 years for which farm income data are available.

Net Income Higher

With the gross income of American farmers rising by an average of more than a billion dollars a year since agriculture was placed on a nationally managed basis by the Agricultural Adjustment Administration, sales potentials for the coming year in rural areas are seen by Washington observers as exceeding those of the so-called "prosperity era" prior to the 1929 collapse. This is due to the fact that production expenses, as shown by the Department's analysis, have undergone insignificant increases during the past few years and are but slightly higher than in 1932.

The role paid by government payments to farmers co-operating in

FARM BUYING POWER HITS NEW HIGH



Department of Agriculture chart showing distribution of gross income from farm production from 1924 through 1936.

production curtailment programs is graphically portrayed. In 1936, the AAA program cost \$480,000,000 in payments to farmers while their total income, including these payments, amounted to \$9,530,000,000. Of this amount there was a total available to farmers for their labor, capital and management of \$5,300,000,000, or 3½ times that of 1932 and only 7 per cent less than in 1929. It is thus apparent that a groundwork for sustained marketing possibilities in rural areas for practically every consumer commodity has been laid, according to the Department.

The Department found that prices paid by farmers for goods used in family living were only slightly lower in 1936 than in 1935 but were 22 per cent lower than in 1929. If the income available to farm operators after deducting production expenses is adjusted for the difference in the price level of goods purchased by farmers for family living, a rough approximation of the purchasing power of the income available to farm operators or their labor, capital and management is possible, the Department observes. Thus, while the 1936 available income was only 98 per cent of the 1929 income, the exchange value of the 1936 income was the highest for the last 13 years for which data are available.

Preliminary indications are that farmers' expenditures for machinery, automobiles, farm buildings and repairs were somewhat higher than the depreciation on these items, for the first time since 1929, the Department reported.

Broadcast Service Opens London Branch

Broadcast Enterprises, Ltd., London, has been established by Oswald Anderson, formerly director of 2UW, Sydney, and E. R. Voight, formerly manager of 2KY, Sydney, as managing directors.

They will represent Broadcast Service Association, Ltd., Sydney, Australia, recently formed by stations 2GB and 2UW in co-operation with Associated Newspapers, Ltd., with Sir John Butters as chairman and A. E. Bennett as director. Ralph L. Power, Los Angeles, is American representative.

McKesson & Robbins Issue Vitamin Chart

A reference wall chart giving information on vitamins has been issued by McKesson & Robbins, Inc., Bridgeport, Conn.

Vitamins A, B, C, D and E are detailed as to chemical properties, physiological effects and common deficiency symptoms. The 27 packages of vitamin preparations produced under supervision of the company's research laboratories are shown in four colors in an accompanying panel.

Wood in Boston

Vernon Wood has joined the Boston American as head of the telephone sales department of classified advertising. He was formerly in the advertising department of the New York American.

SUCCESS STORY LENDS IMPETUS TO BRICK PLANS

Chicago, Dec. 23.—Providing a stimulating background for proposed co-operative advertising by Structural Clay Products, Inc., inquiries from an advertising campaign which ceased six years ago continue to reach the American Face Brick Association here.

Commenting on Structural Clay Products plans for 1937, Allan Smith, secretary of A.F.B.A., pointed out to ADVERTISING AGE that dimes and quarters for booklets advertised in old A.F.B.A. copy put no less than \$100 in the association's coffers each month.

At its first annual convention in French Lick, Ind., recently, Structural Clay Products members voted to increase dues from 0.3 per cent to 0.5 per cent of value of shipments.

The increase will maintain the present Washington office, aid activities in increasing the supply of bricklayers and will also provide \$62,000 for promotional and educational work. A board meeting will be held in Washington next month to lay plans for the new year.

Copy Still Working

The American Face Brick Association spent approximately \$200,000 a year from 1921 to 1929 in booklet preparation and advertising in magazines, architectural journals and building papers, Mr. Smith said, in disclosing the long-time pull of the old campaign.

When the depression arrived, A.F.B.A. advertising came to an abrupt stop. But the mailman continued to bring inquiries to Chicago headquarters from persons seeking helpful data on home plans, fireplace construction and other subjects.

In the past year, Mr. Smith said, the association has received an average of 50 letters weekly, half of which are directly traceable to the old campaign. Some of the inquirers write to former locations of the association, some mention booklets out of print, and some enclose faded coupons, saved for the time when their building plans could emerge from the dream stage.

One booklet much in demand is "Estimating Masonry, Materials, and Labor for Face Brick Construction." Others requested are "The Story of Brick," "A New House for the Old," and "How to Read Plans for Building a Home."

Structural Clay Products, Inc., was organized in Chicago two years ago. The American Face Brick Association stopped collections of dues from members some time ago, and is gradually winding up its affairs. Its members are being absorbed in

Structural Clay Products and other organizations in the building materials field.

Edward VIII Farewell Gets Record Audience

Edward VIII's valedictory broadcast, Dec. 11, set a record for hearers of daytime programs in the eastern time zone of the U. S., according to the Cooperative Analysis of Broadcasting. A check showed that 46 per cent of set-owners had their sets in operation, and more than 45 per cent of the set-owners reported hearing him.

During the past year the program which attained the largest audience was the broadcast of the Schmeling-Louis fight last June, which was heard by approximately 58 per cent of set owners.

Duo-Therm to Y & R

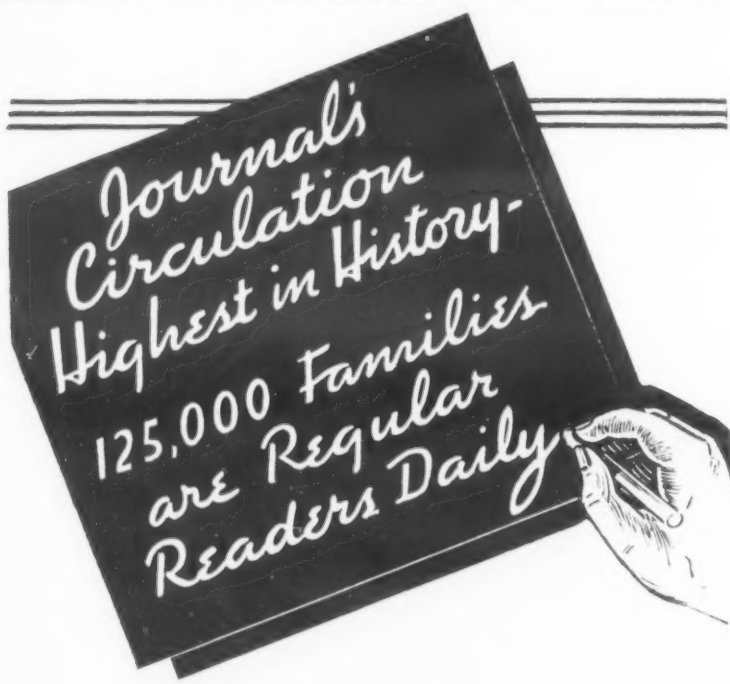
Motor Wheel Corporation, Lansing, Mich., has appointed Young & Rubicam, Inc., for its Duo-Therm division, which manufactures fuel oil home heaters, cooking ranges, hot water heaters and kerosene room heaters.

Baring Promoted

Burton L. Baring has been appointed advertising manager of Laird and Company, Boston, distiller of apple brandies. He will continue his present position as assistant sales manager.

O. K.'s Sale of WOAI

A hearing at San Antonio on sale of Station WOAI to Columbia Broadcasting System developed no opposition and formal transfer of the property is expected shortly.



MARKING UP A NEW HIGH!

The daily net paid circulation of The Minneapolis Journal has now passed the 125,000 mark—a new all-time high. "We are pleased with this evidence of Reader Confidence in The Journal," said Barney M. Knight, Circulation Manager, "because this growth has been steady and sound—without forcing or pressure. This explains The Journal's Substantial Advertising Gains, for Space Buyers KNOW that the only kind of circulation that consistently sells merchandise is circulation based on Reader confidence . . . Reader Buying Power."

THE MINNEAPOLIS JOURNAL

"Circulation Can Be Bought—Reader Confidence Must Be Earned"
O'Mara & Ormsbee, Inc., Representatives

AIR CONDITIONING & REFRIGERATION



50,000 Copies

Free distribution to all factors of the Air Conditioning and Refrigeration Industry. A rare opportunity to reach the entire market at small cost. Write for rates, and complete information.

BUSINESS NEWS PUBLISHING CO.
Publishers of "Air Conditioning and Refrigeration News"
5229 Cass Ave. Detroit, Mich.
Representative, John B. Gallagher Co., Inc.
New York and Chicago

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There are **1750 LBS.** to the **BALE**
in Rotogravure

The Principal Feature of LONGINES advertising will be COAST to COAST

ARTHUR ROSENBERG CO., INC.
Advertising

570 SEVENTH AVENUE NEW YORK

CABLE ADDRESS
TRADEPROM-N.Y.



CHICKERING 4-
4420-1-2-3

October 31st, 1936.

Kimberly-Clark Corp.,
8 South Michigan Avenue
Chicago, Ill.

Gentlemen:

Replying to your inquiry regarding our plans on the Longines Watch advertising, we are glad to inform you that the use of rotogravure space in "Coast to Coast" releases will be one of the principal features of the campaign.

We have made this recommendation because of the success which we have experienced with other national rotogravure campaigns. We find the local merchant responsive to this type of advertising and many years of experience in rotogravure convinces us that the merchant's viewpoint reflects the public's response.

Longines, "The World's Most Honored Watch" is considered the finest product of its kind. We believe that no finer product than Longines has ever complimented rotogravure by choosing it as an advertising medium.

Enclosed is a list of cities in which the Longines rotogravure advertising is scheduled to appear.

Yours very truly,

ARTHUR ROSENBERG CO. Inc.,

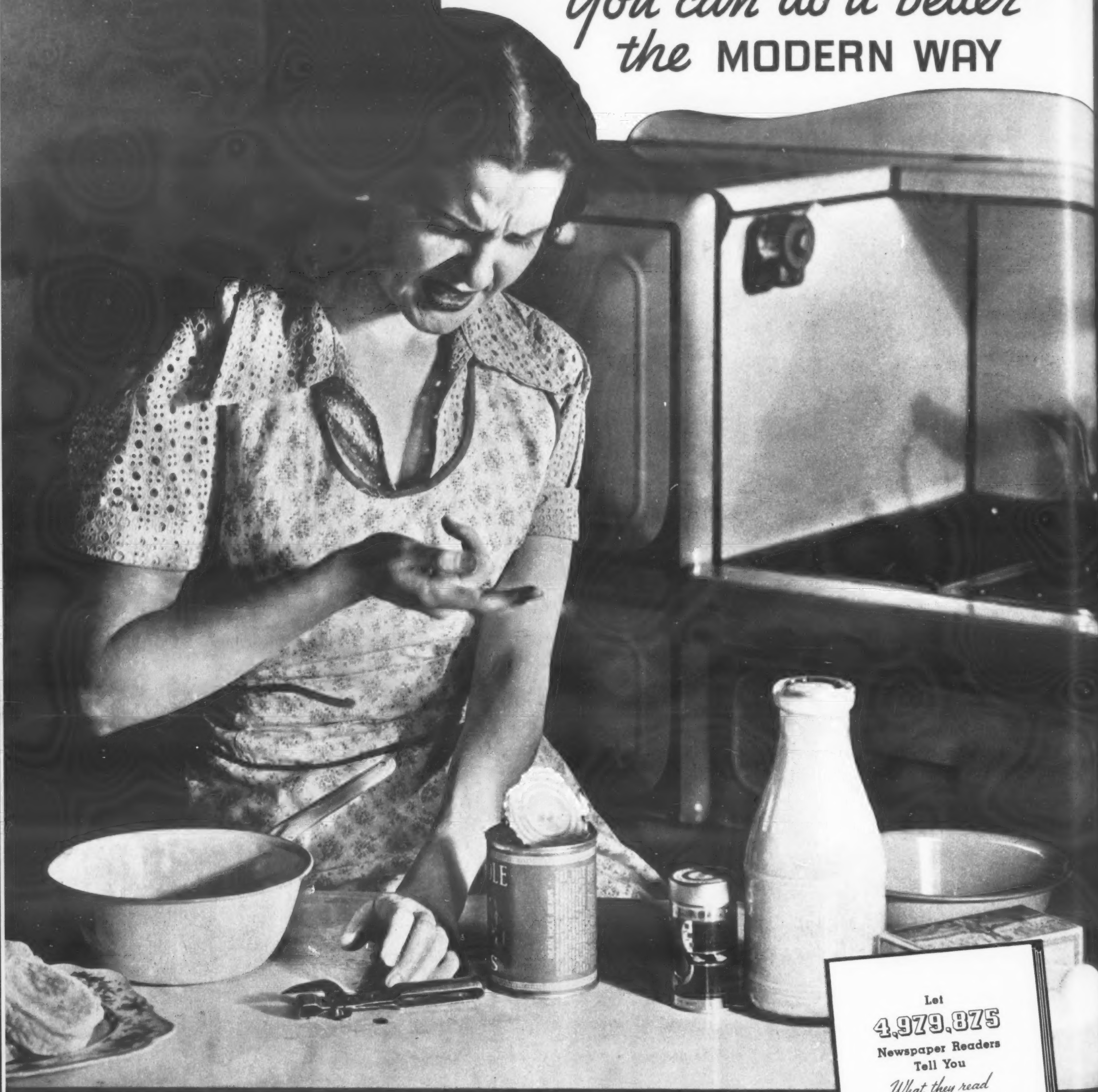
Arthur Rosenberg
President

AR:BF

NG I N E S
ROTOGRAVURE



You can do it better
the MODERN WAY



You can do it better with **ROTOGRAVURE**

Rotogravure is the modern medium. To obtain information of the most effective method of using it, Kimberly-Clark sponsored a Gallup study. During the course of this study many facts were brought out which have a direct bearing on the preparation of copy and selection of illustrations which will increase reader interest. This information has been gathered into a book, "Let 4,979,875 Newspaper Readers Tell You What They Read on Sunday." If you buy or prepare advertising, your free copy is waiting for you. And a request to Kimberly-Clark's advertising office in Chicago will bring it to your desk.



FREE COPY of "Let 4,979,875 Newspaper Readers Tell You What They Read on Sunday" upon request. Address our advertising department at 8 South Michigan Avenue, Chicago.

Kimberly-Clark Corporation

Established 1872 • Neenah, Wisconsin

NEW YORK
122 East 42nd Street

CHICAGO
8 South Michigan Avenue

LOS ANGELES
510 West Sixth Street

KEN-L-RATION'S 1937 CAMPAIGN TO INVADE EAST

Health Chart Is New Boon for Dog Owners

Rockford, Ill., Dec. 23.—Exploiting an angle which is said to have yielded sensational results in other cities, Chappel Bros., Inc., will invade New York Jan. 10 with a newspaper and radio campaign which will offer a health chart for a label from Ken-L-Ration.

The health observational chart lists eight points by which the dog owner can note improvement in the physical condition of his pet after consistent feeding of Ken-L-Ration. The master is urged to make a written record of the dog's rating on these points every 30 days and at the end of two months submit it to the company. Also offered for a label is an illustrated 32-page booklet, "A Dog's Life and His Diet." In lieu of the label, the two printed pieces will be sent for 25 cents.

Testimonials from Owners

If the canine fails to respond to the scientific diet provided by Ken-L-Ration, the company asserts, he requires the attention of a veterinarian. In almost every case, however, the animal improves quickly, as the huge number of case records submitted by owners testifies. This material is being tabulated and preserved for possible future use.

The company insists that the health chart represents a method of measuring the benefits of a scientific diet, rather than a mere accessory with which to win attention. No other competitive product, it contends, could emerge successfully from the proposed test.

Health Points Listed

Points covered by the health observation chart cover appetite, expression, temperament, coat, eyes, etc. The questions provide an education in appraisal for the novice, asking, on the score of temperament, for instance: "Is your dog happy, prankish, ready to run and play at the slightest invitation?" and on eyes, "Bright, eager, interested!—Or dry, glassy and listless?"

The campaign will follow the successful pattern already established by previous advertising in Peoria, Grand Rapids, Worcester, Utica and Syracuse. Major evening papers will get about 5,000 lines during the first six months, and the same amount of space during the ensuing half year. Station WOR will carry the same story.

New Element Included

Considerable emphasis will be placed on the inclusion of Earlyne in Ken-L-Ration. It is described as a valuable concentrate of proteins, minerals and irradiated yeast.

Through C. Wendel Muench & Co., Chicago, the agency in charge, Chappel Brothers have devoted considerable effort to synchronizing work of salesmen and jobbers with the advertising. As in previous campaigns, dealers will be liberally sup-

VANGUARD OF G-M TRAVELING DISPLAY



Signalizing automotive development, General Motors Corporation has launched a nation-wide tour this month of these behemoths in its 1937 "Parade of Progress."

plied with display material to give their stores a festive air. W. E. Armstrong is in charge of advertising for the company.

The Ken-L-Ration campaign again recalls the huge proportions of the dog food market. While large quantities of statistics are available to prove the point, Chappel Bros. officials summarize the situation by pointing out that dog food is the second most active line handled by the average grocer, being exceeded in turnover only by another food product for which demand is universal—canned milk.

Rotogravure Lineage Makes Gain of 128%

Chicago, Dec. 23.—Rotogravure advertising lineage for November registered a 128.3 per cent increase over the same month last year for one of the largest month's total in the history of rotogravure, Kimberly-Clark Corporation reports.

Total lineage for the month was 1,402,806 compared with 614,385 for the same month last year.

National rotogravure advertising lineage jumped from 321,910 for November, 1935, to 919,292 last month for an increase of 185.5 per cent.

Local lineage increase from 292,475 for November of last year to 483,514 last month, an increase of 65.3 per cent, the corporation reports.

Of the total of 1,402,806 lines reported by Kimberly-Clark, color roto accounted for 109,763 lines and monochrome, 1,293,043.

OLDTYME ORDER IS BORROWING CUE FROM TOPSY

New York, Dec. 21.—Before it could get around to offering the certificate of membership in The Ancient Order of Oldtimers and Good Mixers in its advertising, Oldtyme Distillers, Inc., found itself receiving a steady stream of requests nearly equalling the demand it was estimated the mention in advertising copy would produce.

Curious to learn how long and in what degree the interest will last without promotion, the company has decided to withhold mention of the certificate in copy for an indefinite time.

The first certificates, 25 of them on parchment, were distributed to guests at the Old Timers party at the AFA convention in Boston in July. A few more were sent to top executives of companies with which Oldtyme does business.

3,000 Seek Certificates

Requests for membership have since been received from nearly 3,000 persons, among whom are included several governors and a number of men prominent in political, professional and business life. Almost all the applicants for the certificate take the rule seriously that they must be recommended by a member and mention a friend to whom a certificate was issued.

Duly qualifying for membership in the humorous, imaginary order, and having passed the accredited examiners at the "bar of good fellowship," the member whose name is embossed on the certificate is accorded "unrestricted privileges to swat bar flies, polish mahogany and brass, start bungs, mix, drink and expound on the virtues of all spiritous concoctions, and burst at any time into ballads of conviviality, sentimentality and melancholia."

Real Organization?

The idea has proved so popular that the company is wondering if, perhaps, a real organization might evolve. Legal restrictions prevent the company from taking a hand in promoting formal organization, but it appears possible that organization may come about spontaneously. Should this happen, the company is

ready to distribute membership insignia for attachment to automobile license plates.

There have been a number of similar imaginary drinking organizations. Most of them have been promoted by beverage interests and there has been no charge for membership.

However, the most famous, the Ancient Order of Froth Blowers, was founded some years ago by a retired British army officer who wished to raise money for his favorite charity, a hospital. The membership button was sold for a shilling, and the proceeds, less expenses, were given to the charity. Hundreds of thousands joined.

Spaniards Learn About Breakfast Foods From War

Detroit, Dec. 21.—The revolution in Spain has had some beneficial results, so far as American manufacturers are concerned, S. L. A. Marshall, war correspondent, told the Adcraft Club of Detroit, teaching Spaniards the virtues of brand items.

According to Mr. Marshall, Spaniards in Madrid shunned such innovations as American breakfast foods. Despite heavy advertising by American food companies, Spaniards still stuck to their traditional Spanish breakfast—a roll and coffee. The siege of Madrid changed all that, declared Mr. Marshall.

"Food became scarce. The first thing you know, the Spaniards had gone bravely into the corn flakes stage," reported Mr. Marshall. "Then they came to rolled oats. About the time I was leaving Spain, Madrid was embarking on the eating of Wheaties."

"Truly, there's a silver lining in every cloud—for someone. Who knows but what the Spaniards will come out of the revolution a country of confirmed breakfast food eaters?"

Utilities Feature Home Questionnaire

The three utility companies of the Niagara - Hudson System have launched a newspaper campaign, featuring a free 12-page booklet giving the results of questionnaires filled out by customers on blanks prepared by *Architectural Forum*.

More than 11,000 customers answered the questionnaire, designed to determine what they wanted in three model homes to be reconstructed in the companies' respective areas. Batten, Barton, Durstine & Osborn, Inc., is in charge of the utility campaign.

Baumhoger Elected

Walter G. Baumhoger has been elected president and a director of Certain-teed Products Corporation, New York. Audenried Whittemore was named vice-president and James K. Norris, treasurer and a director. Benjamin B. Watson continues as secretary and assistant treasurer.

NOT AROUND—BUT OVER!



Leveller of mountains—eraser of boundaries—KPO is equally effective in three states outside Northern California. Its influential voice goes over the ranges to great communities in Idaho, Oregon and Nevada. Let us show you how KPO boosts sales figures in this vast region.

KPO

50,000 WATTS

NBC Pacific Coast Red Network

SAN FRANCISCO

Completely programmed by NBC

GIBBONS KNOWS CANADA

TORONTO
MONTREAL
WINNIPEG
LONDON, EN.

REGINA
CALGARY
EDMONTON
VANCOUVER

J. J. GIBBONS LIMITED · ADVERTISING AGENTS



new . . . timely STOCK PHOTOGRAPHS

Ready-to-use "Reserve Illustrations" submitted 10 days approval by mail from world's largest file. Cost only \$10 each. Model releases for advertising 112.

UNDERWOOD & UNDERWOOD
NEW YORK CHICAGO DETROIT

DESIGN'S THE THING



Bringing elaborate pastry designs to the home, this cookie press, introduced by Edward Katzinger Co., Chicago, enables the housewife to choose from four designs.

Williamson Resigns

W. R. Williamson has resigned as president of W. F. Williamson Adv. Service of Illinois, Inc., Chicago. H. D. Briggs, formerly vice-president, has taken over the management and presidency and has changed the name to Briggs Outdoor Adv. Co., Inc., 2644 N. Maplewood Ave., Chicago.

SAMCO ENAMEL SIGNS
are
SILENT SALESMEN
with
EYE APPEAL

You will enjoy their cooperation and lasting economy.

Manufactured by
Samuel Stamping & Enameling Co.
516 N. Charles Street, Balto., Md.

WIRED FOR SOUND



Cash registers produce sweet profit music for advertisers who use the facilities of WTAM. Here is the only high power, clear channel station serving the tremendous Cleveland Chamber of Commerce Retail Trade Area. We can put your sales campaign in tune with the purchasing power of this wealthy area.

WTAM
50,000 WATTS
NBC Red Network
CLEVELAND

Completely programmed by NBC

MISSING LINK
IN DEPARTMENT
STORES FOUNDInternal Promotion Manager
Is Required

New York, Dec. 22.—Creation of an important new post, "internal store promotion manager," in department stores was advocated as the basis of a formula by which stores might begin at least to avail themselves of neglected opportunities for gleaned additional sales in 1937 from the stores' most susceptible market—that of customers already actually within their doors.

A 52 page publication, "Ideas on Internal Store Promotion," compiled and written by Thomas Robb, manager of the sales promotion division of the National Retail Dry Goods Association and to be issued shortly, visualizes the field of internal store promotion as "acres of diamonds" yet hardly exploited. It sees vast volume increasing potentialities awaiting the store employing an "internal store promotion manager" devoted to the full-time task of building sales within the store and equipped "first of all with an outstanding sense of sell." Complementary to the efforts of the advertising manager and display manager, the new internal store promotion manager would be the third right arm of the store sales promotion manager.

This new retail functionary, as the author described him, would be "a fellow who has first of all established himself as a real salesman, who knows how to sell personally and who can impart to others the enthusiasm that every good salesman possesses.

"He must think first and foremost in terms of selling, and he must be constantly on the alert for every possible opportunity within reasonable expense bounds to sell more goods. The job outlined for him is a great big 'he-man' job

that can never be successfully put across by any single person alone, and so he must be able to inspire complete confidence and gain the active co-operation of everyone in the store.

"Our internal store promotion manager must be well versed in retail sales promotion methods and he must know thoroughly store organization and the store viewpoint. In other words, he should know exactly where sales opportunities of all kinds exist and how to crash through the complex store picture in order to be able to put his ideas to work. He must be able to take his place on an equal footing with the advertising manager and display manager and not be awed by the comparison.

"This fellow, being a good salesman, will know how to put across his ideas in talking to others. He should also be able to express himself well in writing, because there will be many occasions when messages will go from him to other sections of the store, and there will also come to him for his approval much copy prepared by others."

Agree on Failure

The publication indicates the existence of almost universal agreement that stores generally have failed to devote proper attention to the sales getting possibilities of inside store promotion. It points out that lack of the proper conception of the entire sales promotion job has been at the bottom of the failure to progress properly in internal promotion, and that waiting for the display manager to tackle a job which has far exceeded the single promise of interior display has delayed constructive action.

The goal in 1937 should not be simply more volume but more profit, and the right kind of Internal Store Promotion program can help achieve that goal. With sales promotion staffs being rebuilt after the depression, the time is ripe, it is emphasized, to build in a new, more constructive direction to overcome the weaknesses of present sales promotion organizations. And in such rebuilding, internal store promotion should be amply provided for.

Given Ten Tasks

How the store can put into action a full fledged program of internal store promotion is detailed in the publication with discussions of each of the ten activities which such a job should cover. These ten phases are given as follows:

- 1.—Effective Departmental Displays for advertised or window-displayed merchandise always; also for unadvertised merchandise.
- 2.—Effective Departmental Tie-Up with the store's own newspaper advertising, with national Magazine Advertising with Radio Advertising.
- 3.—Effective Education of Salespeople in Knowledge of the Selling Points of specific items of mer-

SILVER DOLLAR GOES INTO NATIVE REGION



Spreading distribution of its new, low price straight Bourbon whisky, Silver Dollar, Seagrams recalls a little early Western atmosphere in this traveling display on the West Coast, where hard money is commonly used.

chandise in their own departments. (Through specially-prepared bulletins, through careful reading of advertisements, through meetings with buyers and training staff, etc.)

4. Effective Cooperation of Salespeople to get them to help the store sell more merchandise in other departments. (Through carefully-considered Suggestion Selling, through employees' contests, through regular "selling" bulletins from the Sales Promotion Division, through general store meetings and meetings with related groups, etc.)

5. Effective Merchandise Presentation in Every Department—studying ways and means of so conveniently arranging the merchandise and so definitely designating its features that the customer finds it easy to buy. (This activity includes attention to proper lighting, to improve a department's appearance generally, to the greater cultivation of Merchandise Tags bearing the important selling points.)

6. Effective "Selling" Treatment of Signs Throughout the store, including signs in elevators, fitting rooms, etc.

Other New Assignments

7. Effective Main Floor Publicity to acquaint customers with important features in other parts of the store. (Posters concerning single items or store events. Handouts at the main entrances—printed sheets emphasizing non-advertised items, bulletin boards, etc.)

8. Effective Use of Main Floor Bargain Tables.

9. Effective Cultivation of Store Employees' Business.

10. Effective Cooperation with Important Manufacturers. (Through demonstrators, through departmental display helps, through facts for salespeople's information, etc.)

Mr. Robb makes the point that the ideas included in the publication include views of forty of the leading sales promotion managers of the country and the fruit of a recent investigation in 25 stores in New York and vicinity.

Wall Joins Loeb

Harold Lyman Wall, formerly assistant advertising manager of Florida Citrus Exchange, has been appointed manager of the merchandising department of Lester A. Loeb, Inc., New York agency.

"Eagle" Wants Station

Berkshire Evening Eagle, Pittsfield, Mass., has applied to the Federal Communications Commission for authority to construct a broadcasting station to operate daytime on 930 kilocycles with 250 watt-power.

Wilson, Glett Promoted

A. J. Wilson, sales manager, and Charles L. Glett, production manager, have been elected vice-presidents of Audio Productions, Inc., New York.

Silver Dollar
Makes Debut on
Pacific Coast

San Francisco, Dec. 23.—Extending distribution to the West Coast, Seagram Distillers, Inc., has launched a preliminary advertising and promotional campaign for Silver Dollar, low-priced straight Bourbon whisky.

The theory that the name will get the product, originally introduced in Chicago during the summer, a sympathetic reception in a section where hard money is the traditional medium of exchange, is behind the campaign in this area.

"Silver Dollar" Brady, lone cowhand from the Dallas Exposition, is touring Western communities with his two cow-ponies in a stream-lined trailer, while a mule-drawn vehicle reminiscent of early silver mining days presents another phase of the mobile promotion.

Use Newspaper Space

In larger cities, a tie-up with local sports promoters has been arranged, with the stunts backed by local newspaper and point-of-sale advertising.

It is planned to extend this promotion to Eastern states after the holidays. The Western campaign is being supervised by Carl B. Fehr, newly-appointed Western division manager for Seagrams.

Joins Gerth-Knollin

James A. Richardson, formerly production manager of Bowman-Deute-Cummings, Inc., San Francisco, has joined the creative department of Gerth-Knollin Advertising Agency, San Francisco.

**MORE
CALLS
for MCGALL'S**

**MORE SALES
for
ADVERTISERS**



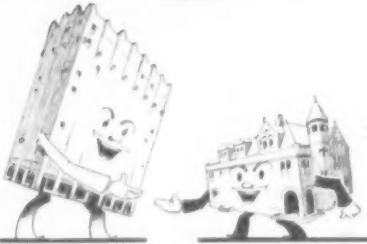
Sales Meeting-12

There's no sense in selling the salesmen on pushing the special items—unless you put some Push behind the s. i. . . . A stiff schedule of News advertising, for instance, will push your stuff off the dealers' shelves, put the pressure on any salesforce! With The News pulling for you, you won't need to push so much. . . . Put on The News for a Big Push now!

THE NEWS
NEW YORK'S PICTURE NEWSPAPER

HANDS ACROSS STREET

Remember the United for Life



Howdy, Neighbor!

We are happy to welcome as our neighbors across the street the 53 employees of THE SALINA JOURNAL who have just moved into their new home.

For complete news coverage, read THE SALINA JOURNAL. For a complete line of Legal Reserve Life Insurance policies for every member of the family, "remember the United for Life."

THE UNITED LIFE INSURANCE COMPANY

A Kansas Institution Home Office, Salina

Remember the United for Life

Tying in with the Salina Journal's move to its new home, The United Life Insurance Company sponsored a novel series of "welcome" advertisements in the newspaper.

Cartoon Copy Says 'Howdy' to New Neighbor

Salina, Kans., Dec. 23.—A departure from conventional lines of insurance copy was employed by The United Life Insurance Company, last week, tying in with the opening of The Salina Journal's new plant, opposite the United Life Building here.

The only local institution to run copy on the newspaper's move, the insurance company illustrated its insertions with cartoon figures of both the insurance and newspaper buildings with the headline, "Howdy, Neighbor."

Going further along the joint promotional road, the insurance company declared, "We are happy to welcome as our neighbors across the street the 53 employees of The Salina Journal who have just moved into their new home. Salina can now be proud of one of the finest and most modern newspaper plants in the Middle West."

"For complete news coverage, read The Salina Journal. For a complete line of legal reserve life insurance policies for every member of the family, 'remember the United for Life.'"

Brewery Retains P-A-B

King's Brewery, Inc., Brooklyn, N. Y., has retained Phillips, Albertson & Bull, Inc., New York, as sales, merchandising and distribution counsel.

NEW DATA BOOKLET

for building products advertisers and their agencies.

If you have a building product to sell ask us to send you a copy.

American Sumnerman 431 So. Dearborn St. CHICAGO

11-Year-Old Boy Is Heinz Director

Pittsburgh, Dec. 23.—Election of H. J. Heinz, 11, to the board of directors of the Heinz Company, was announced at the annual sales convention. He is the son of Howard Heinz, president of the company, and grandson of the founder.

Joins Muller

Dorothy Stone has joined the radio publicity department of J. P. Muller & Co., New York agency.

Million Spent in California Chain Battle

San Francisco, Dec. 22.—Cost of the struggle waged in California in the recent referendum which saw defeat of the chain store tax bill is revealed by the report on election expenditures just released by Secretary of State Frank C. Jordan at Sacramento.

This shows that the opponents of the chain tax law spent a total of \$1,137,876 to fight the measure. The California Chain Stores Association reported expenditure of \$1,052,823

and Safeway Stores, Inc., the balance, \$85,052.

Proponents of the measure, including the California Retail Grocers and Merchants Association, the Retail Grocers Association of San Francisco and the Anti-Monopoly League of California, spent a total of \$79,447, bringing combined expenses to \$1,217,323.

These sums account for only the direct political activities. Many stores, both independent and chain, assigned regular employees to this work during the campaign, and many regular advertising appropriations were drawn on heavily to sell the public on the alleged merits or demerits of the law.

With all of this heavy expendi-

ture, and the decisive majority by which the law was defeated, the vexing question will not down. The battle broke out anew last week in the selection of a new Golden Gate Bridge director, an attorney for the Chain Stores Association being defeated by the secretary of the Retail Grocers Association.

Plans are also being made by both sides for heavy lobby representation when the state legislature meets in January, and new legislation will be proposed by both sides.

Radcliffe Promoted

B. Walter Radcliffe, Jr., has been appointed typographic director of King Typographic Service Corporation, New York, effective Jan. 1.

THE DIGEST

Topics of the day

BLACK CLOUDS OVER TAMPA MEETING

A. F. L. Opens Its Convention With Bitter Disagreements

"I predict that the next step will be the calling of a formal conference at which the independent organization, headed by Mr. Lewis, will be formally launched." Workers; Oil Field, Gas Well and Refinery Workers; International Mill

The Executive powerful craft-union invasion of their start C.I.O., re-ground. No so

November 21, 1936

HUSKIEST HUSKER: Iowan Wins Corn Belt Championship as 140,000 Spectators Cheer

Yellow field-corn, an ear a second, rapped against bangboards atop tractor-drawn tanned Midwestern farmer arms and wrists. ping corn

ears from the staple crop of modern athletes come over the years ago at lace, then Ed Moines

WONDER BRIDGE: Eleven-Mile Structure Linking San Francisco and Oakland Is Opened

It cost \$77,000,000, twenty-four lives. Its great spans stretch three times as far as the Forth bridge in Scotland. as the Forth bridge in it to house

DIAMOND FINDS: New Capital Obtained to Reopen Mine in Arkansas Ghost Town

"And speaking of diamonds," James Buchanan Brady used to say, "I've got a few you might like to see. They're my hobby, you know."

DOCK STRIKE: Stevedores Tie-Up on Pacific Coast Spreads to Atlantic Ports

Along the four miles of San Francisco's water-front Embarcadero last week, husky stevedores walked back and forth, joking and laughing. Like baling-hooks protruded from the hip-pockets of their duds.

RIOT-SPICED SALADS: A California Sheriff Calms Lettuce Fields With Gas Threats

Behind barricaded doors, the strike-breakers apprehensively sorted, cut, packed and million potential salads out to the refrigerated freight-cars behind the shed and

COMMENT: Election Results Inspire Praise and Gibes From Newspapers and Columnists

EAST New York Times (Ind.-Dem.)—"It is ridiculous to say that this election was bought. If there was a venal or intimidated vote of any size, it was so swallowed up in the flood of huge majorities for the President that he could have counted for very

THE LITERARY DIGEST CONTEST PRIZES: Twenty Million Americans Lured by \$12,000,000 Annual Offers

"Do you want to win \$12,000,000? More than 20,000,000 Americans answer 'yes' every year. Then they scan newspapers and magazines, clip coupons, list to the radio, pencil in hand, and answer the hundreds of annual contests. Latest sponsor in the lucrative field Spud cigarettes, offering Ed Wynn, 'Perfect Fool' of the ether waves one-half hour every Saturday performance, will ask listeners to jokes, gags, funny sayings. Those will receive five prizes of \$5 a two hundred will receive \$5 a Contests in the United States ing to Gilson VanderVeer Head of National Contest Headquarters, San Francisco, represent an outlay of \$137,000,000. disvertising administration "Regulars" number have their own "languages" literature, clubs, emblems and woman stenographer of Anderson, Indiana, claims to have won \$25,000 in three years. Another housewife of Palo Alto, California, averages \$2,000 annually. A Cleveland executive boasts of winning a contest Roy McCardell, writer, professional contest-winner, days. the work and retired general

Topics of the day

A Security Laws



Rule Florida Citrus Drive Box Tax Valid

Bartow, Fla., Dec. 21.—In the first court decision directly based on constitutionality of the Florida Citrus advertising laws, the per box levy to support a national advertising campaign was upheld here last week by Circuit Judge H. C. Peteway.

Judge Peteway denied a petition brought by a group of citrus growers seeking an injunction against collection of the tax, ranging from one cent on a box of oranges to five

cents on tangerines. He ruled collection of both the excise and inspection charges valid.

The commission was created by the 1935 legislature expressly to stage a national advertising drive for Florida citrus fruits and a \$650,000 campaign was launched in various media this fall. Judge Peteway's ruling frees efforts to press the campaign throughout the year.

Grow Advanced

Robert J. Grow, formerly in the general sales department, has been appointed manager of the Baltimore branch of Gar Wood Industries, Inc., Detroit, succeeding S. R. Faatz, resigned. W. S. Blakeslee succeeds Mr. Grow.

GOLDEN CHANCE TO PROVE IT IS GIVEN EXPERTS

New York, Dec. 23.—The Family Circle is introducing a new game which is not but might well be called "Confounding the Experts." It is based on the popular sport of analyzing advertisements and selecting the most potent, then checking this theory against actual results as

reported by the advertisers.

The Family Circle is popular for testing purposes because copy may be changed for each edition, and the magazine does not attempt to conceal this fact in offering to send the game to anyone interested.

Each of the series of advertisements which were tested in The Family Circle is reproduced in a folder, and the salient facts and the problem stated on the cover. The "expert" playing the game, with others or alone, is then given two minutes in which to identify the copy ranking first, second, third and fourth in each series.

After he has finished evaluating ten pieces of copy, he may turn to an envelope containing "The Real

SPOT IS HIT



Die cut bull's-eye atop this new McKesson & Robbins counter display serves as an effective attention-getter.

PAGE BY PAGE

TOPICS OF THE DAY



Labor makes the front page.

In the editorial offices of The Literary Digest a news story is planned. If it is a great story, it will appear in "Topics of the Day"—famed as an accurate source of up-to-date information on national news. Before it is written researchers dig for background material—what led to the break—American labor's present condition—the history of two powerful leaders. Newspapers are watched for the latest blast from either side. Bulletins from the great press associations are eagerly read and filed for reference.

With the complete picture before him, a trained editor—one familiar with the struggle of labor—its failures, successes, and probable future—writes the story. It is news, unbiased, factual, devoid of any Digest editorial opinion. Vividly written it covers events leading to the break—the actual break—and leaves a glimpse of a possible next move.

Articles such as these, brilliantly written and edited, appeal to smart, intelligent readers—reflect in a few pages the activity of an entire nation.

Typical cross-section from a recent issue—

SOCIAL SECURITY: questions on new pension plan. Are free lance writers and painters eligible—are tips for waiters, bell-boys, etc. included in taxable wage. U. S. Supreme Court making up its mind if New York can tax employers for unemployed.

CONTEST-LOVING AMERICANS: 20,000,000 Americans annually clip newspaper and magazine coupons, enter radio contests. \$12,000,000 estimated annual prize money. Roy McCardell, first professional contest winner, collected \$30,000—retired.

Truly a "digest" of the country's news—and this is the magazine whose content invites your reading and whose low rate invites your advertising.

CIRCULATION GUARANTEED FOR 1937 OR REBATE . . . 600,000

CIRCULATION YEAR 1936 ESTIMATED . . . 680,000

The rebate plan of sale protects and guarantees full delivery of circulation for every dollar.

WHITE HOUSE PARADOX: Roosevelt thriving on presidential job. Other presidents invariably aged while in White House. Roosevelt recently pronounced in better health than when he entered.

WCTU BATTLES ON: militant dries schedule giant rallies in 10 cities. Protests to be made against drunken driving and youthful tippling. Brewers show student survey to prove drinking less intensive.

Facts" to learn how close he came to having his hand on the public pulse as represented by the women readers of the magazine.

To alleviate any feeling of chagrin after the expert has completed the analysis of the advertisements and his own ability, The Family Circle gives a little confession by Douglas Meservy, advertising manager of E. I. du Pont de Nemours & Co., some of whose copy for Cellophane is included in the series. While Mr. Meservy ranked high in total points, he didn't do so well on the copy for his own product, getting 4 out of a possible 10 points.

Ten Products Tested

The products included in the game, which is labeled "Picking the Pullers," are Cellophane, Lablache face powder, Sun-Maid raisins, Saraka, Dromedary gingerbread mix, Del Monte peaches, Lane Bryant, Wheaties, Creme of Milk and Sunkist lemons.

Under the caption, "Time Out for Orchids," The Family Circle remarks:

"To the able Chicago staff of Blackett-Sample-Hummert, Inc., we want to toss one orchid, one kudo, one violet, and this credit line for Family Circle's unique copy-testing method. It was they who thought of it first, they who used it first in a series of advertisements for their client, General Mills, Inc."

Those who would like to try their skill in "Picking the Pullers" may get the materials from the magazine at 400 Madison Ave.

Introduces New Products

William Underwood Co., Watertown, Mass., has introduced two new products, Steamed Fudge Pudding and Steamed Spice Pudding.

Nordberg to Schenectady

Ralph A. Nordberg, sales manager of WJJD, Chicago, the past five years, has been named commercial manager of WGY, Schenectady, N. Y.

TRULY A class MAGAZINE

CHRISTIAN HERALD

The Literary Digest

LAY DOWN NEW "TRUTH" CODE



Truth-in-Advertising committee of the Wilkes-Barre Wyoming Valley Merchants Association (seated left to right), M. A. Jones, Benesch & Sons, Inc.; Charles Gree, Jr., Peoples Outfitting Co.; Carl Fissell, association secretary. (Standing) Ralph Greenberg, Sears, Roebuck & Co.; Sam Hirshowitz, The Hub Clothing Co.; Joseph Purcell, Fowler, Dick & Walker, and M. D. Glickming, Thrift Shoes Stores.

Refund Offer Features Malt Tonic Campaign

Chicago, Dec. 24.—Stressing the beneficial effect of Malvaz malt tonic upon nursing mothers, Monarch Brewing Company has resumed newspaper and poster advertising in the Chicago metropolitan area for this 30-year-old product. A money back offer is featured.

ADVANCE ADDRESSING and MAILING COMPANY
AUTOMATIC MACHINE ADDRESSING FROM ALUMINUM PLATES
Permanent Mailing Lists Our Specialty
536 So. Clark St. Webster 3569 CHICAGO

Addressed "To Mothers," newspaper copy proclaims that "A healthy baby is a joy forever." An appealing photograph of a mother and child is shown. Copy points out that 20 years ago a vitalizing malt tonic, such as Malvaz, was almost universally used for mothers prior to and during the nursing period.

The campaign utilizes English and foreign-language newspapers, a half-showing of posters and calendars. The last time the company advertised Malvaz was in 1932.

The product keeps the mother's system in excellent condition, and enriches and increases the supply of mother's milk, advertising declares. All members of the family will enjoy Malvaz, the company adds.

Monarch asserts that it will be glad to deliver a carton of 24 bottles under a guarantee of refund of the purchase price, if the consumer is not entirely satisfied after drinking a few bottles.

The words, "Made by the brewers of Monarch Beer" are given prominence in the Malvaz campaign. C. C. Goodwyn is advertising manager of Monarch. The Maggart Corporation handles the account.

ADOPT NEW DEAL IN ADVERTISING IN WILKES-BARRE

Wilkes-Barre, Pa., Dec. 23.—An ironclad agreement for advertising self-regulation in co-operation with newspaper publishers has been effected by retailers of this territory through formation of the Wyoming Valley Truth in Advertising, Honesty in Merchandising as a subsidiary of the Wilkes-Barre Wyoming Valley Merchants Association.

One of the outstanding provisions of the by-laws of the new organization, effective Jan. 1, 1937, is that any member who violates the voluntary code a second time must make a public explanation in the same medium in which he published the false advertising, paying for the cost of the space after the copy has been approved by a majority vote of the grievance committee.

The grievance committee will consist of nine members, to be appointed annually by the board of representatives. The committee will act on complaints originating with the public, other members of the association or within itself.

Handling of Complaints

"Such grievances," the by-laws read, "may be referred by this committee directly to the newspaper publishers or to the board of representatives, whose decision shall, at all times, be binding."

The rules of the Wyoming Valley Truth in Advertising, Honesty in Merchandising provide that no member may refer to a competitor, or the latter's merchandise, prices, values, credit terms, policies or service in his advertising.

The use of "free" in display lines, banners or large type is prohibited, and the word may be used only in the sentence or paragraph in which the offer is made in complete form and in the same style and size of type.

After Jan. 1, use of "free" is prohibited in connection with the offer of an article which is obtainable only when another piece of merchandise is purchased.

Under the rules, no merchandise may be advertised at a nominal price contingent upon purchase of another article at a regular or specified price. For example, such an offer as "One suit \$25—Two suits for \$26" is barred. The wording in such a case shall be, "Two suits for the price of one, plus \$1."

If there are any restrictions as to the quantity of merchandise which the dealer will sell to an individual, the facts must be given in the advertisement. When quantities of stock are limited, this situation must also be stated.

Superlatives Pass Out

Use of superlatives is banned by the Code. Such statements as "Greatest Sale in Wilkes-Barre," or "Unmatchable value," are forbidden under this section.

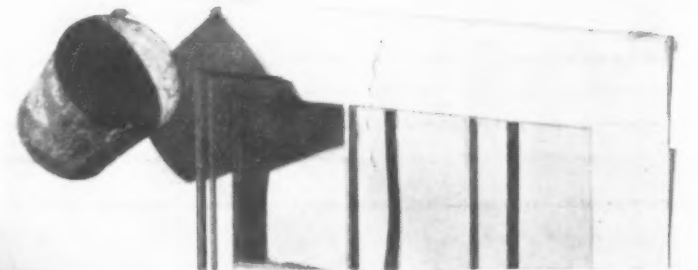
Time payments are covered in detail with the proviso that "members shall not mislead the public by advertising one price and selling at another when time payments are requested." In other words, if there is a charge for time payments, it shall be stated so that both the cash and the instalment buyer may know just what it is.

The new organization has adopted a circular seal bearing, besides the name, an emblem showing the torch of truth burning brightly. Carl Fissell, secretary of the organization, said that efforts will be made to induce national advertisers to conform with the association's code, at least in copy appearing in Wilkes-Barre media.

Burns with Loft

Frank P. Burns has been appointed sales manager of Loft, Inc., New York.

INSURANCE ADVERTISERS LEARN ANSWER



Appropriately, this photograph by Underwood & Underwood was made at the recent mid-winter Insurance Advertising Conference, emphasizing accident illustration possibilities. The trick is that the set was constructed upside down with wires suspending the girl and pail retouched from the photograph.

League Urges New Labor and Security Laws

New York, Dec. 22.—Several hundred members of the National Consumers League meeting here last week announced the intention of the organization to seek a constitutional amendment permitting state and federal labor and social legislation.

The group also passed resolutions advocating extension of the Walsh-Healey law requiring fair labor standards on government contracts; consumer support of the consumers' protection label by purchasing merchandising bearing that label; renewed effort to ratify the Child Labor Amendment in the 12 states that have not ratified; and continued effort to improve state labor laws with respect to minimum hours and wages.

John G. Winant, former Governor of New Hampshire and chairman of the Social Security Board, was re-elected president, and Mrs. Franklin D. Roosevelt was re-elected a vice-president.

Men in public service, among them Professor Felix Frankfurter, L. Metcalfe Walling, Rhode Island Commissioner of Labor, and George Mitchel, Regional Settlement Ad-

ministrators, predominate as officers and directors.

Willys-Overland Opens Pacific Plant

Willys-Overland Motors, Inc., Toledo, opened its Los Angeles plant Dec. 15.

Production at the main plant in Toledo will reach 6,000 cars this month, David R. Wilson, president, said.

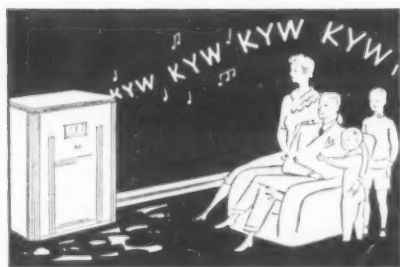
Larus Adds KOIN

Station KOIN, Portland, Oreg., has been added to the schedule of stations already carrying Larus & Bro.'s half-hour program, "Moments You Never Forget." Marschalk & Pratt, Inc., New York, is the agency.

DISPLAY animation
All types including New 10 ounce, 110-cc., back geared motor unit that plugs into light circuit. No batteries. No radio interference. No transformer. Cool running. Provision for any mounting—any position.
Speeds: 2, 4, 8, 15 or 25 r.p.m.
SpeedWay MANUFACTURING CO.
1811 S. 32nd AVE. CICERO, ILL.

Artist's Rubber Cement
An Asset to the Graphic Arts Professions—Nationally Used.
3 Grades—Light—Medium and Heavy—127 Per Gal. Post Paid
5.5 RUBBER CEMENT @ 3438 NO HALSTED ST. CHICAGO, ILL.
THIS JOB FREE WITH ORDER

SELLING WHERE SELLING COUNTS



The incentive to buy starts in the home—center of human needs. Philadelphia, third largest market, has the greatest number of single family homes in the United States. Local favorite, station KYW gets in and sells where selling counts most.

KYW
10,000 WATTS
NBC Red Network
PHILADELPHIA

Completely programmed by NBC

STEPS-UP LOOKS OF LAYOUTS 100%

--- this new and better kind of photostat

Makes all the difference in the world—say Art Directors about the new ATLASTAT. It's hard to believe this new ATLAS creation has any relation to a photostat!

The ATLASTAT reproduces more tones and more snap than the best of ordinary photostats. Records ALL tone values from extreme blacks to pure whites and stands out in your comprehensive layouts like real photographs. Made on either MATTE or GLOSSY paper and costs but a few pennies more than photostats. Call ATLAS today for comparative samples that prove you, too, want ATLASTATS.

ONLY ATLAS MAKES ATLASTATS

ATLAS PHOTO COPY CO., General Office, 225 No. Michigan Ave.
4 Chicago Locations • All Phones FRANKlin 3470

SURVEY SHOWS COLOR BOOSTS COPY PULL 300%

Boston, Dec. 23.—Results of a new reader reaction survey showing instances of color in newspaper copy attracting 300 per cent greater interest than black and white and reactions to position, illustration and other salient points in newspaper advertising were disclosed before the Advertising Club of Boston by Leslie M. Gooder, sales executive of the Wrenn Paper Company, Middletown, O.

Expressing the opinion that advertisers are not taking full advantage of the audience provided for them, Mr. Gooder detailed results of the new survey conducted by Gallup Research Service, as substantiating this contention.

A recent advertisement of General Electric Company had a reader interest of 10 per cent but with the introduction of color interest among readers jumped to 40 per cent, Mr. Gooder said.

Recipes Are Read

The study of a Calumet Baking Powder advertisement showed a black and white insertion attracted a reader interest of 2 per cent, but when the same copy was printed in four colors reader interest soared to 77 per cent and of this group, 54 per cent read the recipes in the copy.

Results of the survey on the use of color in advertising also showed that the color favored by men was violet and women's preference went to dark blue.

Page position is of relatively small importance, Mr. Gooder said. An advertisement for Cannon towels was run in the same publication on pages 2 and 66, but reader interest was separated only by three points, page 2 having a percentage of 63 per cent and page 66, 66 per cent.

The same advertisement was repeated later on pages 3 and 64, with the first page getting 74 per cent and page 64, 78 per cent. The same test was made for an advertisement of Swift & Company ham, and when the advertisement was on page 31 attention value was found to be 71 per cent; page 41, 72 per cent and page 42, 69 per cent.

In a study of attention value of photographs in advertisements in magazines, it was shown that photos of children attracted 40 per cent of women readers, action photos, 63 per cent of the same readers and photos of romance 65 per cent.

Reader interest is controlled by size of space used, the survey showed. Almost twice the number of persons read a full page advertisement as a half-page piece of copy and twice as many readers read a half-page as a quarter-page, Mr.

Gooder said. This held true in a survey of men readers and women readers of national magazines.

Carrying out the same survey in the trade publication field, the same ratio held true. Of outstanding interest in the trade paper survey was the fact that of the 38 per cent who read any part of the advertisement only 30 per cent were able to identify the advertiser of the full page advertisement. In the half-page field 11.3 per cent read some part of the advertisement and 10.5 per cent identified the advertiser. In the quarter-page group, 5.1 per cent read some part of the advertisement and 5 per cent could identify the advertiser.

Public taste in radio programs

varies, according to the survey, not only in wide geographical divisions but also within a very limited radius, Mr. Gooder said. In a survey made in both Providence, R. I., and in Boston, figures showed that one program was listened to by 1.5 per cent of the audience in Boston and 4.8 per cent in Providence. In a further development of the same radio survey it was brought out that the program was heard at some time by 14.8 per cent of the listening audience in Boston and by 27.5 per cent in Providence.

KXO to Don Lee

Station KXO, El Centro, Calif., will join the Mutual-Don Lee network Dec. 29.

Retailers Get Lift in Parker British Drive

London, Dec. 15.—In an effort to help stationers' Christmas trade, the Parker Pen Company of Great Britain devoted half of its advertising space this month to an institutional program for the retailer.

The headline, which takes up half the space of the advertisements, admonishes the public: "Don't forget your stationer for Christmas gifts this season." The remaining space is devoted to a sales message for Parker's vacuumatic fountain pen as

the gift to buy from the stationer. While copy varies in different insertions, the headline remains unchanged.

Earlier in the year an attempt was made by members of the trade to organize a co-operative advertising campaign in behalf of the industry. This failed to develop owing to lack of funds. At that time A. R. Zocola, Parker Pen managing director, offered aid to the campaign. As the plan was abandoned, Mr. Zocola decided to spend the money now in expanding the company's advertising to promote the trade as a whole.

Anderson Moves

Lee Anderson Advertising Co., Detroit, has moved from 425 DuBois St. to 8415 E. Jefferson Ave.



Gentlemen!

-IF WE WERE IN YOUR SHOES WE WOULDN'T ASK FOR A BETTER Half Million!

Adult, Intelligent Prosperous and Ready to BUY!



Last Year They Bought 150,000 Automobiles!

They were going places—and still are. Over 650,000 of them—with money to spend. Their average income is \$2,100 per year—and they own 230,000 homes.* Which leaves them not exactly on the breadline. They are men—most of them—which means that they are not very good shoppers. They make up their minds about what they want—and they BUY. A lot of smart advertisers have discovered them. Discovered, too, that they number among them big business executives, college professors, governors of great states, senators and a tremendous number of worth while citizens who normally are not associated with a yen for detective stories.

*Based upon new Daniel Starch Survey—copies available upon request.

In the Detective Group—True Detective Mysteries and Master Detective—they find factual reports of current criminal investigations, which make fascinating reading. And more important, edited in the typical Macfadden manner, they carry with them a credence that extends clear down to the tiniest advertisement.

If you are looking for results—and not just coupons—try them. The rate will surprise you.

ANOTHER MACFADDEN SALES BOOSTER!

THE MACFADDEN *Detective Group* OF 650,000

MODERN MAGAZINES
SELL THE MASS MARKET ACE
WHERE BUYING BEGINS

LAUNCH PLANS FOR NATIONAL SWIMMING WEEK

New York, Dec. 23.—Thawing the winter ice, plans for the second annual "Swim for Health Week," sponsored by the National Knitted Outerwear Association, to take place June 21 to 26, were announced today.

The purposes in promoting the week are to increase the number of swimmers and to postpone until after the July 4 holiday all clearance sales of bathing suits.

Knitted bathing suit manufacturers are expected to promote the campaign to department stores, while amusement park, pool and beach operators render support through purchase of advertising material featuring the week.

Stores will be given window and counter cards, pennants and window strips, as well as mats for local advertising. The association plans to use space in trade journals.

The campaign is expected to receive the support of health authorities, Y. M. C. A.'s, recreational directors, civic organizations, and local newspapers for tie-ups with stores and pools.

Last year the association supplied a series of articles written by noted swimmers. Pools sponsored swimming meets, and featured swimming instruction. In many cities stores arranged for a free admission to local pools in connection with the purchase of a bathing suit. Radio was also employed for talks

SWIM QUEEN



Central figure in the planned 1937 "Swim for Health Week" to be sponsored by the National Knitted Outerwear Association, Miss Betty Williams was selected last week from 200 other professional models for the role.

by prominent swimmers and health experts.

The 1937 campaign material will bear illustrations of Miss Betty Williams, attractive young model, who was selected as Miss Swim for Health Week out of 200 contestants. Miss Williams claims also to be a swimmer.

The search for material for the 1940 Olympic swimming team is another angle which will be played up in staging the various meets.

Allied merchandise which received attention in the 1936 advertising at the time of the Swim for Health week were bathing caps and shoes, beach pajamas, umbrellas, chairs, slacks, shorts, sun-tan oils, sun-burn creams, picnic baskets, dishes, water jugs and thermos bottles.

Other products which are expected to be added in the 1937 campaign are beauty lotions to prevent skin dryness, and nail polish for toe nails.

Publicity plans call for newsreels, radio talks and magazine articles on "swim for beauty," and syndicated articles on "how to learn the American crawl," "swim for health and beauty" and kindred subjects.

Getting Personal

Early returns from the Christmas card front indicate heavy balloting for little **Teddy Ewald Loud**, grandson of Mr. and Mrs. **Henry Ewald**, and nephew of **Ted Ewald**, who did the honors for his family in grand style. And what a smile young Mr. Loud flashes on the world. . . **Jim Mangan**, of Mills Novelty Company, who is always winning prizes for typography and layout, ran true to form with a family greeting card that does credit to the graphic arts as well as to the Mangans. . . Amateur photographer **O. C. Harn** of the Audit Bureau of Circulations was another who ran true to form with his holiday greeting. His card showed one of the better known domestic draft animals hauling a huge, gaily wrapped package "full of best wishes for a Merry Christmas." . . .

George Corey, a.m. of Cleveland Twist Drill Company, went civic in a big way with a card showing Cleveland as the center of the Christmas universe. . . **The Hammesfahrts**, of Metropolitan Sunday Newspapers, stayed close to "kid spirit" with a card showing Santa doing his stuff for youngsters in all walks and stations of life. . . A magnificently simple greeting, perfectly expressing its thought without the aid of words, was sent out by **L. B. (WCKY) Wilson**. . . A Steig-like illustration of a little girl with hair ribbon and that "uppity" look did service on the greeting of **Mercedes Hurst**, prominent woman-in-advertising. . . "One of the most celebrated woodcuts in the history of graphic art," dated 1423, was reproduced in full size on the card of **Douglas C. McMurtrie**, of Ludlow Typograph Company. . . A candid photo shot of the new nest of the **Forrest Websters** (Cutler-Hammer) appeared on their card. **Les Drew** of George Kirkgasser agency was the photographer. . .

REUNION



Harry Einstein, probably better known via the other as Nick Parkyakakas, visits Harry Kane, president, Kane Furniture Co., at the Boston store, where Mr. Einstein formerly was advertising manager.

Gene O'Fallon, Station KFEL, Denver, is sending boxes of Colorado's famous Pascal celery as Christmas gifts to friends throughout the country.

A double Christmas reunion was being planned by **Ted Ash**, Ash Advertising Agency, Philadelphia. Flying to Hollywood to spend the holidays with Mrs. Ash, he is also meeting **Walt Disney**, of Mickey Mouse fame, who served in the same outfit in France with Ted during the War. . .

Harold M. Green, of the RKO-Radio Pictures, Inc., advertising department, was married Dec. 13 to **Emice Weinstock**. . .

As an avocation, **E. T. Slackford**, a.m., Harnischfeger Corporation, Milwaukee, creates educational toys. He has designed some clocks which teach children how to tell time and a humpty-dumpty that requires real patience and perseverance to put together again after the child touches and causes him to break into numerous pieces. . .

Gene Huse, editor and publisher, *Norfolk Daily News*, Norfolk, Neb., sails Jan. 15 from New York for a South American tour during which he plans to write a series of articles for Esquire Features, Inc. . .

Ralph A. Nordberg, recently appointed head of WGY's commercial department, was at one time manager of the Wichita, Kan., branch of William H. Rankin Company. His radio experience also includes service as commercial manager of Station WJJD, Chicago. . .

A luncheon in honor of **Martin M. Foss**, McGraw-Hill Book Company president, marking his 30th anniversary with the organization, is being planned for Dec. 31 at the University Club, New York. Others entering the McGraw-Hill Twenty-five Year Club ranks also will be feted at the luncheon. . .

Still director of public relations for the City of Chicago and publicity director for the Chicago Federated Advertising Club, but the name is now **Victor Kleber**, by recent court order. Victor formerly bore his German grandfather's surname, **Klebba**. Preference for the spelling used by his French great-grandfather, **Jean Kleber**, who fought under Napoleon, led to the change. . . **Dick Thain**, s.p.m. Butler Bros., is sporting a new gold watch, token of esteem from the C. F. A. C. on his retirement from the presidency. It was presented at the annual Christmas party. . .

Susan Moore and **Joshua Bryant Powers**, president of Joshua B. Powers, Inc., are arranging to test the theory that two can live cheaper than one. They are planning a quiet marriage early next month at the home of the bride. . .

Charles O'Donnell, J. M. Mathes, has finished a book, "Before You Advertise," which will be published by Stackpole in the spring. . . **Waldo Abbot**, director of the broadcasting service and assistant professor of speech at the University of Michigan, has signed a contract with McGraw-Hill for a book, "Handbook of Radio Broadcasting." . .

Diane Gregal, who on Dec. 15 coaxed a would-be suicide, a 67-year-old man, from a ledge to which he had been clinging for an hour after police, firemen, and others had failed, is v.p. of Tested Selling Sentences, Inc. In newspaper and radio interviews she explained the feat by saying she employed tested selling principles in an appeal to the man's vanity. . .

M-G-M to Construct \$2,000,000 Buildings

Metro-Goldwyn-Mayer motion picture studio, Hollywood, Calif., has announced a \$2,000,000 construction program to handle increased production schedules for the coming year. Work on six new sound stages and an office building covering a city block will be started soon. **Louis B. Mayer**, vice-president, announced.

J. & L. Appoints U. S. Advertising

Jones and Laughlin Steel Corporation, Pittsburgh, has appointed United States Advertising Corporation, New York, J. T. Jones is account executive. The 1937 appropriation has been increased 25 per cent. Trade, business and general magazines will be used.

FAA Sparkling Wine Rule Is Hit by Parde

Washington, D. C., Dec. 21.—Fight against the recent regulation of the Federal Alcohol Administration requiring the labeling of American champagne as "sparkling wine" was lost in the United States District Court here last week by the Parde Vineyard Company, Cucamonga, California. Petition for an injunction against the regulation was denied. The order compels this company, and all others, to amplify the champagne designation by the term "sparkling wine" twice the size of the words "American champagne."

The Administration requires that to be labeled "champagne" the product must be fermented in glass containers of not more than one gallon capacity, while the Parde Company has imported a process from France, it contended, which permits it to procure the secondary fermentation in much larger containers.

The petition stated that heavy shipments were being held up pending action on the injunction.

Nine States Co-operate

Meantime, the Administration reported that only nine states have enacted identical labeling laws in accordance with the recent regulations governing the interstate shipment and labeling of whisky. These states are California, Delaware, Iowa, Michigan, New Jersey, Pennsylvania, Washington, Wisconsin and Rhode Island.

Lack of authority on the part of the Federal government in handling whisky mislabeling within a state's borders is permitting numerous serious situations to develop, the Administration admits. One intra-state bottler is bringing in Canadian whisky in bulk, bottling it and labeling it to indicate that it was bottled in bond under supervision of Canadian authorities, the Administration reported.

Guttenberg Heads Calvert Publicity

Edgar E. Guttenberg has been appointed publicity manager of Calvert Distillers Corporation, New York, succeeding Jay C. Griffith, resigned.

Mr. Guttenberg will also continue his duties as assistant to William A. Jensen, sales promotion manager.

Places Cafe Copy

Wildrick & Miller, Inc., New York, has been appointed to handle advertising of Rockefeller Plaza restaurant and the 24 West 55 cafe and restaurant.

Starts Agency

George Teklin has organized an agency, Bowman Co. Advertising, in Jersey City, N. J., at 591 Summit Ave.



We know our groceries, because... we read the **Food Series**
 We know our sales points, because... we read **Dollar Pullers**
 We know our displays, because... we read the **display series**
 We know our customers, because... we read the **Daily Shopper**
 All regular features of—

CHAIN STORE Management

18 East 41st Street, New York
 30,000 total circulation—C. C. A.



TO SELL IT.. STREAMLINE!

The concealed power of the motor must be paired with the visible showmanship of streamlining to put a car across in today's market. Neither is effective alone.

And your radio advertising must have the same two elements to achieve success. You must have the power to reach out to your audience. You must be showman enough to hold their interest after the audience is reached. WSM gives you both, and in America's fastest growing market, too.

National Representatives, Edward Petry & Co., Inc.

WSM 50,000 WATTS
 SHOWMANSHIP AND POWER

NASHVILLE, TENN.

Owned and operated by The National Life & Accident Insurance Co., Inc.

For More Sales to
CENTRAL WESTERN
 BUSINESS MEN

This newspaper has as readers those who know that conditions change daily — that changing conditions affect plans — that news of business less frequent than daily news is history

Chicago Journal of Commerce
 "The daily business and financial newspaper of the Central West"

ULTRA-MODERN MODEL OFFICE BOOSTS SALES

(Continued from Page 4)

opened, a preview was held for press representatives. A few days later, the first direct mail piece on the "Office of the Future" went to the building's list of 5,000 prospects, a booklet accompanied by a letter inviting a personal visit.

In May this year, the management issued a second booklet, "Proof of the Pudding," detailing reactions to the model office and boasting of sales results directly traceable to the merchandising venture.

In September, "Who's Sorry Now?" a new booklet, was mailed. It contained the pitiful story of the business man who neglected to visit the "Office of the Future" before he renewed his old lease.

Plan New Booklet

Next week the management will send its prospects another booklet, "A Proven Success." In 16 pages it relates the acceptance of the "Office of the Future" idea in 1936, and announces the opening of a new edition of the demonstration office. Photographs portray the stenographers happy at their work, business men comparing old and new office costs, and other pertinent scenes.

Each visitor to the demonstration office is presented with an attractive descriptive folder. It points out that payroll is the large single item in a business office, and that the main item which reduces payroll efficiency is poor lighting.

This Christmas marked the third year that the Marquette building has dispatched "Father Marquette" Christmas cards to its tenants and prospects. Like its predecessors, the new card contained no commercialism.

The 1936 greeting was a four-page folder, with a woodcut cover design showing Father Jacques Marquette kneeling in prayer. Father Marquette, after whom the building is named, was the first white man to visit Chicago. Text on inside pages reproduced holy writ with which the priest breathed "the spirit of Christmas to the wilderness that now we call Chicago."

Name Background Aids

Valuable mosaics in the building lobby portray scenes in Father Marquette's life. To tie in with the building name more closely, the letterheads of the management were redesigned some time ago, to include a drawing of the venerable French priest.

The Marquette building was erected in 1894. It has undergone extensive improvements from time to time. In 1934, \$250,000 was spent in a renovation program.

Men Beware; Brighter Colors Due for Women

New York, Dec. 22.—American women will dress in brighter colors next spring, in the opinion of V. F. Chambers, chairman of the color co-ordination committee of the National Retail Dry Goods Association.

A dark navy has been selected by the committee as the color which is likely to be sold in greatest volume in dress coats and suits next spring. Beige is expected to be the leading shade in casual coats and suits, while navy and black will share equally in favor for silk street dresses. Beige and tan mixtures are the choice in tweed and fleece sports coats.

Receive Additional Pay

Eighty-nine office employees of Thomas Publishing Co., New York, publisher of *Thomas' Register* and *Industrial Equipment News*, have received additional compensation for the year, averaging 15 weeks' regular salary to each employe.

Joins Foundry

Ernest M. Clemence, Irvington, N. J., has been appointed sales manager of Berlenbach Foundry Co., Quakertown, Pa.

Fraternal Order Opens First Advertising Drive

Toronto, Ont., Dec. 24.—Featuring member testimonials in localized copy in newspapers throughout the United States and Canada, the Independent Order of Foresters has launched a 20-week campaign for new members, believed to be the first campaign of this nature to be undertaken by a fraternal body.

Addressed primarily to the young family man, coupon copy stresses practical fraternal features of the 62-year-old organization. The current campaign is being spotted in communities of both countries where the best opportunities for testing the selling power of the advertisements are offered, A. N. McIntosh, director of A. McKim, Ltd., Toronto, in charge of the campaign, said.

"No complete conclusions can be drawn on the effects of the campaign until after the entire series has been completed and published," Mr. McIntosh said. "However, indications during the early weeks point to a greater than anticipated success."

Stress "Family Protection"

Each insertion in the series carries an illustration and story appeal for family protection, social advantages of memberships, names of prominent local members, the five selling points of the organization it-

self, and the locally-addressed coupon.

Copy used is running three columns by 10 inches and includes pictures of members of the organization and direct testimonials.

While the family protection appeal is given greatest stress, the advantages of fraternal associations receive a compelling presentation.

"Find out your real self," one of the insertions is headed.

"Certainly you need the confidence that security brings," copy continues. "This first stepping-stone to bigger things in life is provided by the generous benefit provisions of the Independent Order of Foresters."

Cites Other Advantages

"But Family Protection is only the start! Membership in the I. O. F. offers other vital advantages.

"It provides scope for the development of personality. You can't engage in its stimulating court and social activities—participate in its broad humanitarian projects—without finding your real self! A man imbued with ideals of service, able to interest and influence your fellow men.

"Learn more about the practical benefits and work of this great, international order, with its member-

ship of 138,000 on two continents embracing every class and creed."

In addition to the coupon, the copy is localized to include a list of the local officers of the I. O. F. and carries the theme line, "A Stronghold of Family Protection."

Gooderham & Worts Promote Three

Howard R. Walton, formerly general sales manager, has been appointed assistant to the president of Hiram Walker-Gooderham & Worts Ltd., Detroit.

Ralph H. Niece, formerly manager of the Midwestern division, has become general sales manager, and James I. Mellen, district manager in Boston, succeeds Mr. Niece in Chicago.

To Get Perkin Medal

The Perkin Medal of the Society of Chemical Industry will be presented to Thomas Midgley, Jr., at a joint meeting of the American Section of the Society of Chemical Industry and the American Chemical Society Jan. 8. The medal is awarded annually for the most valuable work in applied chemistry and is given to Mr. Midgley for his work in developing antiknock motor fuels, and safe refrigerants.

Gets Fafnir Account

The Fafnir Bearing Co., New Britain, Conn., has appointed Larchar-Horton Co., Providence, R. I., to handle its advertising, effective Jan. 1. Business and industrial publications will be used.

This Was a "RUSH" Job



A "last minute" demand for special holiday merchandising called for fast reproduction. VAC-CUP-BAC Poster Paper helped. Because it handles well on the press and resists buckling and wrinkling, press delays were minimized.

The way in which VAC-CUP-BAC performs in the press-room is one of the reasons for its growing popularity. The other reason for extensive use in poster production is VAC-CUP-BAC's exclusive service principle.* In winter, particularly, this means less tendency to flag and smoother posting despite temperature changes and extremes.

* HERE'S VAC-CUP-BAC'S WINTER SERVICE Guarantee
The diamond-shaped adhesive-retaining vacuum cup insures greater sticking qualities and practically eliminates winter "flagging".

Printed on Vac-Cup-Bac Poster Paper by Thomson-Symon Co., Terre Haute, Ind.



WEST VIRGINIA PULP AND PAPER COMPANY

230 Park Avenue, New York, N. Y.
35 East Wacker Drive, Chicago, Ill.
Public Ledger Building, Philadelphia, Pa.
503 Market Street, San Francisco, Calif

Newspaper Press Speed

COLOR on Newsprint

Letterpress Results

High speed and good color printing don't usually go together. But they do in Newscolor. If you haven't considered Newscolor, you should. Send for specimen copies.

MORE Copies LESS Cost

Newscolor

EXCLUSIVE PRODUCT OF SHOPPING NEWS CLEVELAND, OHIO

Oil Companies Indicted Anew by Grand Jury

Madison, Wis., Dec. 23.—New indictments charging 25 major oil companies and 60 of their executives with gasoline price-fixing in violation of the Sherman anti-trust law, were returned by a second federal grand jury here yesterday.

The indictments are an outgrowth of the government's nation-wide investigation of the oil industry. Federal Judge Patrick T. Stone set Jan. 8 for hearing on a motion of dismissal.

Original indictments in the case were dismissed Dec. 11, when attorneys for the oil companies challenged the method by which the first grand jury was drawn last May. The new blanket indictments carry virtually the same charges: that the defendants fixed gasoline prices and limited the profit margin of independent jobbers.

Rosenblum Resigns as NBC Vice-President

David Rosenblum has resigned as vice-president and treasurer of National Broadcasting Co., effective Dec. 31. Mark J. Woods, with NBC since 1926, was elected treasurer.

Mr. Rosenblum joined NBC in 1934. Previously he was executive vice-president of Tradeways, Inc., which had served NBC in a consulting capacity for the previous two years.

Erwin Goes Up

James G. Erwin has been named vice-president and general manager of Burns-Hall Advertising Agency, Milwaukee.

Rates Increased

The National Parent-Teacher, New York, has announced an increase in rates based upon an average net paid circulation guarantee of 150,000.

LOTS of 1937 TO YOU FROM US!

—BUT, and this may be more to the point, now is the right time to resolve to make use of all the aid, the time-saving, the quality that Rapid provides in the regular course of the 'stat business. . . Have you seen Bas-Relief 'Stats, Bent Lettering, Tru-Tone 'Stats and our hour-and-dollar-saving tricks? Glad to show 'em!

RAPID COPY SERVICE CO.

6 BRANCHES: NEW YORK, 415 Lexington, 444 Madison, Vanderbilt 3-3680. CLEVELAND, Ninth — Chester Bldg., Main 9338 • CHICAGO, 116 So. Dearborn, 228 No. La Salle, 360 No. Michigan Ave., ST. PAUL 5977.

HOLIDAY TRADE IS UP SHARPLY, INDEX REVEALS

Chicago, Dec. 24.—Retail newspaper advertising continued its steady gains with an increase for the week ended Dec. 19, of 11.6 per cent over the corresponding week of last year, according to the ADVERTISING AGE Index of Retail Activity.

Newspapers in the 67 major cities included in this index carried a total of 27,741,973 lines of retail display advertising for the week against 24,848,199 lines in the corresponding week of last year, a gain of 2,893,774 lines. A definite increase in this year's holiday retail trade, stimulated by Christmas club, bonus, dividend and other end of the year disbursements, is clearly revealed by these lineage gains.

For the year to date, newspapers in the 67 measured cities have carried a total of 915,977,555 lines of retail display advertising against 857,345,616 lines for the like period of last year, a gain of 58,631,939 lines, or 6.8 per cent. This is the highest per cent of gain shown by the cumulative totals so far this year.

48 Weeks Show Gains

In all but three of the first 51 weeks in 1936, gains have been registered, as the following table of gain or loss over last year, shows:

Week Ending	Per Cent Difference
January 4	+ 2.5
January 11	+ 5.4
January 18	+ 6.3
January 25	+ 3.6
February 1	+ 3.2
February 8	+ 1.0
February 15	- 0.8
February 22	- 4.2
February 29	+ 1.9
March 7	+ 3.3
March 14	+ 2.4
March 21	+ 6.1
March 28	+ 3.1
April 4	+ 1.8
April 11	+ 2.9
April 18	+ 0.1
April 25	+ 4.6
May 2	+ 3.4
May 9	+ 8.3
May 16	+ 7.6
May 23	+ 9.6
May 30	+ 5.9
June 6	+ 7.5
June 13	+ 8.3
June 20	+ 22.9
June 27	+ 8.9
July 4	+ 10.2
July 11	+ 9.8
July 18	+ 8.6
July 25	+ 8.5
August 1	+ 7.0
August 8	+ 13.8
August 15	+ 9.9
August 22	+ 11.4
August 29	+ 6.2
September 5	+ 14.8
September 12	- 1.8
September 19	+ 9.7
September 26	+ 6.4
October 3	+ 7.7
October 10	+ 7.5
October 17	+ 9.5
October 24	+ 10.1
October 31	+ 10.1
November 7	+ 10.2
November 14	+ 9.9
November 21	+ 11.8
November 28	+ 8.5
December 5	+ 7.9
December 12	+ 8.2
December 19	+ 11.6

On this page appears a tabulation of data for each of the 67 major cities used for compiling this index. Because of the close relation between current retail trade volume and current retail newspaper advertising, lineage figures on the latter are used as the basis of the Index of Retail Activity.

Zonite Picks Agency

Zonite Products Corporation has appointed Cowan and Dengler, New York, to handle advertising of Zonite antiseptic and Zonitors, effective with April issues of publications. Stuart D. Cowan is account executive.

Joins Agency

Miss Mae Roman has joined Zinn & Meyer, Inc., New York, to handle fashion advertising and publicity. She was formerly with John H. Livingston, Jr., also of New York.

Knight Is Promoted

Edward F. Knight, for the past seven years assistant publicity manager of the French Line in New York, has been promoted to the post of publicity manager.

Index of Retail Activity in 67 Important Markets

Based on total retail advertising volume in all newspapers in each city.

(Copyright, 1936, by Advertising Publications, Inc.)

City	51-Week Period Ended Dec. 23, 1933	51-Week Period Ended Dec. 21, 1935	51-Week Period Ended Dec. 19, 1936	% Gain or Loss 1936 over 1933	% Gain or Loss 1936 over 1935	Week Ended Dec. 21, 1935	Week Ended Dec. 19, 1936	% Gain or Loss
Akron, O.	12,943,803	15,381,566	17,010,925	+31.4	+10.6	431,595	505,918	+17.2
Atlanta, Ga.	15,700,259	16,713,905	16,713,905	+6.5	471,926	570,640	+20.9
Birmingham, Ala.	11,544,302	12,990,390	12,990,390	+12.5	308,406	342,174	+10.9
Boston, Mass.	21,087,933	21,546,883	21,546,883	+14.7	+2.2	660,727	705,783	+6.8
Bridgeport, Conn.	10,400,391	11,188,674	11,188,674	+7.8	230,132	255,696	+11.1
Buffalo, N. Y.	12,760,524	16,995,470	17,840,622	+39.8	+4.9	547,316	617,988	+12.9
Camden, N. J.	4,380,810	4,259,320	4,215,930	-3.8	-1.0	117,621	124,963	+6.2
Cedar Rapids, Ia.	4,692,780	5,133,478	5,133,478	+9.4	144,816	169,414	+16.9
Chattanooga, Tenn.	5,522,784	7,375,232	6,697,091	+21.3	-9.2	165,574	170,199	+2.8
Chicago, Ill.	24,808,343	28,269,616	31,293,266	+26.1	+10.7	880,690	934,546	+6.1
Cincinnati, O.	15,014,348	16,661,120	17,260,562	+14.9	+3.6	497,461	563,547	+13.3
Cleveland, O.	15,354,676	15,565,957	20,495,328	+33.5	+10.4	598,525	601,292	+0.5
Dallas, Tex.	16,130,755	19,342,801	20,557,336	+27.4	+6.3	619,446	659,752	+6.5
Dayton, O.	12,730,256	13,577,332	14,557,004	+14.3	+7.2	436,660	522,046	+19.6
Denver, Colo.	8,873,718	10,348,772	10,282,766	+15.9	-0.6	276,528	259,520	-6.2
Des Moines, Ia.	5,724,118	6,528,980	6,525,637	+14.0	-0.1	181,465	177,199	-2.4
Detroit, Mich.	16,365,635	21,036,527	22,424,482	+37.0	+6.6	708,055	768,802	+8.6
Erie, Pa.	7,015,190	7,702,390	7,702,390	+9.8	186,844	241,108	+29.0
Evansville, Ind.	8,408,014	12,355,126	13,266,190	+57.8	+7.4	354,774	403,382	+13.7
Fall River, Mass.	3,290,311	3,497,375	3,497,375	+6.3	88,732	105,166	+18.5
Flint, Mich.	6,266,735	8,421,434	9,411,936	+50.2	+11.8	211,974	287,252	+35.5
Gary, Ind.	3,979,626	5,278,477	6,451,478	+62.1	+22.2	166,138	212,563	+27.9
Grand Rapids, Mich.	6,572,888	8,801,068	9,839,798	+49.7	+11.8	233,660	322,672	+38.1
Greenville, S. C.	4,705,653	6,139,049	6,288,170	+33.6	+2.4	153,692	179,308	+16.7
Houston, Tex.	11,172,968	13,279,154	14,921,945	+33.6	+12.4	407,232	501,354	+23.1
Indianapolis, Ind.	16,843,697	18,472,078	18,472,078	+9.7	576,015	656,857	+14.0
Jersey City, N. J.	2,379,850	2,441,087	2,441,087	+2.6	88,337	82,051	-7.1
Kansas City, Kans.	1,877,288	2,283,022	2,570,169	+36.9	+12.6	63,714	75,019	+17.7
Knoxville, Tenn.	6,348,102	9,040,966	10,010,799	+57.7	+10.7	248,234	302,036	+21.7
Little Rock, Ark.	7,448,672	9,308,184	9,540,207	+28.1	+2.5	249,480	270,984	+8.6
Lynn, Mass.	10,089,436	10,989,436	10,989,436	+1.0	265,286	302,232	+13.9
Manchester, N. H.	2,926,481	3,577,092	3,558,546	+21.6	-0.5	113,031	112,285	-0.7
Memphis, Tenn.	11,307,142	11,307,142	11,742,182	+3.8	307,244	381,668	+24.2
Milwaukee, Wis.	14,420,534	13,859,911	16,240,710	+12.6	+17.2	468,611	565,825	+20.7
Minneapolis, Minn.	13,110,943	14,518,291	15,400,612	+17.5	+6.1	431,907	451,865	+4.6
New Bedford, Mass.	2,748,298	3,193,218	3,354,616	+22.1	+5.1	97,300	117,712	+20.9
New Orleans, La.	18,506,918	20,297,347	20,297,347	+9.7	525,338	627,423	+19.4
New York, N. Y.	61,263,136	68,195,835	68,195,835	+11.3	1,962,154	2,104,885	+7.3
Brooklyn, N. Y.	7,018,653	7,304,026	7,304,026	+4.1	192,199	250,441	+30.3
Norfolk, Va.	9,525,912	9,834,986	9,834,986	+3.3	258,832	278,208	+7.5
Oakland, Calif.	7,734,163	7,967,776	7,967,776	+3.0	245,601	227,257	-7.5
Oklahoma City, Okla.	10,735,515	11,526,995	11,526,995	+7.4	285,474	349,216	+22.5
Peoria, Ill.	11,025,703	11,533,715	11,533,715	+4.6	322,774	390,614	+21.0
Philadelphia, Pa.	29,147,337	30,106,516	30,106,516	+3.3	806,253	916,228	+13.6
Phoenix, Ariz.	6,620,054	7,511,585	7,646,054	+15.5	+1.8	194,950	195,916	+0.5
Pittsburgh, Pa.	23,187,682	23,699,444	24,142,250	+4.1	+1.9	632,212	721,518	+14.1
Portland, Ore.	8,956,600	10,632,156	12,484,996	+39.4	+17.4	270,606	335,384	+23.9
Providence, R. I.	11,977,860	13,755,558	13,748,466	+14.8	-0.1	344,095	369,635	+7.4
Richmond, Va.	12,297,292	13,750,714	13,750,714	+11.8	336,484	401,492	+19.9
Rochester, N. Y.	15,219,494	18,068,570	19,081,343	+25.4	+5.6	503,962	591,705	+17.4
Rock Island-Moline	6,201,402	7,760,400	8,735,232	+40.9	+12.6	205,548	240,632	+17.1
Sacramento, Calif.	7,027,169	9,715,873	10,295,607	+46.5	+5.9	225,690	244,188	+8.2
San Antonio, Tex.	5,776,297	6,717,941	6,717,941	+16.3	155,190	192,906	+24.3
San Diego, Calif.	12,237,751	13,472,526	14,518,442	+18.6	+7.8	422,128	460,726	+9.1
San Francisco, Calif.	14,568,852	15,872,774	15,872,774	+8.9	353,884	365,269	+3.2
*Seattle, Wash.	10,011,428	10,269,042	10,193,094	+1.8	-0.7	244,104	285,110	+16.8
Spokane, Wash.	8,481,502	9,253,246	9,253,246	+9.1	241,298	271,332	+12.4
Spartanburg, S. C.	6,805,721	7,537,553	7,537,553	+10.8	+10.7	182,630	208,810	+14.3
St. Louis, Mo.	15,551,615	17,390,895	18,899,420	+21.5	+8.7	468,870	536,245	+14.4
St. Paul, Minn.	12,661,861	13,296,160	13,296,160	+5.0	399,959	370,981	-7.3
Syracuse, N. Y.	12,013,611	12,927,548	12,927,548	+7.6	322,385	377,034	+16.9
Tacoma, Wash.	5,757,927	6,825,515	6,825,515	+18.5	163,492	174,664	+6.8
Tampa, Fla.	4,917,234	6,095,014	5,946,924	+20.9	-2.4	171,976	209,888	+22.0
Toronto, Ont., Can.	20,926,128	23,268,929	22,259,971	+6.4	-4.3	665,894	620,314	-6.9
Washington, D. C.	25,322,333	37,359,177	41,049,327	+62.1	+9.9	1,214,849	1,342,864	+10.5
Worcester, Mass.	9,968,278	12,574,474	12,838,118	+26.8	+2.1	351,708	347,634	-1.2
Youngstown, O.	9,702,497	9,702,497	9,551,057	-1.6	138,512	212,636	+53.5
Total	857,345,616	915,977,555	915,977,555	+6.8	24,848,199	27,741,973	+11.6

*Post-Intelligencer suspended from Aug. 13, 1936 to Nov. 30, 1936.

Included in the above tabulation are 1933 lineage figures for 41 of the cities listed. These are included because census figures on dollar volume of retail trade by cities are available for 1933, and current dollar volume for each of these cities may thus be readily approximated.

"Dog Identity" Contest Attracts Wide Interest

A "Dog Identity" contest, sponsored by the classified advertising department of the Boston Evening American-Sunday Advertiser, resulted in submission of 29,072 clippings from the newspaper by the contestants.

The contest, which ran on four successive days, consisted of promotion advertising, with drawings of six different breeds of dogs published daily. Names and descriptions of the dogs were set in classified type and scattered through the classified columns. Prizes of dogs and accessories were given for identification of drawings and letters on "Why I Would Like to Own a Dog."

Lowe Joins Crane

T. M. Lowe has left the Walter J. Bryant organization to join the sales promotion staff of Crane Co., Chicago. He will be in charge of direct mail advertising and all forms of follow up of consumer inquiries received through publication advertising.

"Sportsman" Rates Up

The Sportsman, New York, has raised its rates, effective with the March, 1937, issue. Black and white rates will be advanced to \$400 and color rates to \$700 for issues through December, 1937. Net paid circulation guarantee is to be increased from 15,000 to 25,000.

Cigarette Production Continues on Upgrade

New records for cigarette production in the United States were set in November and for the first 11 months of 1936. November was the sixth consecutive month this year to reach a new high level for the month, and the sixteenth of the last 17 months to reach a new high for the month.

November production amounted to 11,557,116,290, a gain of 755,857,400 over the same month of 1935. It is estimated that 1936 production will total 150,000,000,000 cigarettes.

"Farm and Ranch" Prepares for Anniversary

Farm and Ranch, Dallas, Tex., will celebrate its 54th anniversary April 1, 1937, and will use a new format. The farm paper has issued a new rate card to become effective with the April 1 issue.

Acquires "Trips"

Trips, the Magazine of Travel, New York, has been acquired by Fifth Avenue Publishing Co., New York, recently formed with William P. Downey as president, James A. Clark, vice-president, and Gilbert B. Hughes, secretary and treasurer.

Shuman to Willis

John Shuman has joined the P. P. Willis Corporation, Chicago

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letterhead.

No. 1076. *The Akron Situation at a Glance.*

These charts, issued by the Akron Times-Press, show figures on tire production, building construction, wholesale and retail sales and many other sides of Akron business, providing a quick reference to the situation in this market.

No. 1077. *A Study of 1936 Increase in Fleet Consumption of Fuels and Lubricants.*

A strong increase in fleet consumption of fuel and lubrication products, comparing the first six months of 1936 with the same period of 1935, is indicated in this analysis of reports sent to Fleet Owner by executives of 140 fleets, divided among 16 groups covering 19 vocations and scattered through 30 states.

No. 1078. *Electrical Contracting - The Market - The Publication.*

This folder, issued by Electrical Contracting, gives in brief, handy form the story of this publication and the market it serves.

No. 1079. "On"—To Stay.

This one of a series of booklets published by Grit relates, in conventional form, some information about the publication which put Grit on another advertiser's list.

No. 1032. *Food Markets.*

The tables in this booklet, compiled and arranged from reports of the 1933 Census of American Business by the statistical department of the Providence Journal-Bulletin, provide convenient data and comparisons of food sales and distribution in each state and 93 major cities of the country.

No. 1061. *WHIO Primary Coverage.*

This folder, issued by WHIO, offers day time and night time coverage maps, with figures on area in square miles, population and radio families.

No. 1050. *Business Begins to Talk.*

In this brochure the Bureau of Advertising, American Newspaper Publishers Association, presents a col-

lection of current examples of institutional advertising clipped from American and Canadian newspapers. It shows how a newspaper campaign makes it possible for the advertiser to select in every community a theme which brings his story closest to the heart of that community.

No. 1062. *Double Numbers.*

In this brochure *House & Garden* describes the double number idea introduced with its September issue, summarizes results from the viewpoint of the publisher, advertiser and reader, and outlines its plan for 1937.

No. 1042. *Using Rotogravure Effectively.*

This new 164-page book, issued by Kimberly-Clark Corporation, projects the appeals which have been found successful in newspaper advertising into the field of direct mail. Automotive, foods, furniture and household appliances are represented, and the same material is printed on four different rotogravure papers, many of the illustrations in four colors.

No. 1064. *Customer Worth.*

The Gasoline Retailer has issued this analysis of a survey which shows the present value of service station operators as distributors of automotive supplies and accessories, and the potentialities of this market.

No. 1051. *Oil Speeds Up the Wheels of Business in North Texas.*

One-third of all the oil wells in Texas are in the Wichita Falls area, according to this folder issued by the Wichita Falls Record-News and Times. It gives details of the buying power of the area and coverage by these papers.

No. 1,001. *The Story of a Million People with \$315,100,000.*

WBIG, Greensboro, N. Car., operated by the North Carolina Broadcasting Company, has issued this promotion piece to give salient facts about its market. The station's merchandising support is also explained.

No. 1069. *Interesting Facts of the Washington, D. C., Market.*

This brochure, issued by the Washington Star, contains detailed market data about Washington, embracing the District of Columbia and the 25-mile shopping radius in Maryland and Virginia.

No. 1070. *The Complicated Business of Making Advertising Pay.*

The Christian Science Monitor has issued this booklet which contains a reprint of the address made by Walter E. Thwing at the annual meeting of the Association of National Advertisers. Mr. Thwing gives some principles helpful to those concerned with selection of resultful media.

SELF DEFENSE BOURJOIS PLEA TO COMMISSION

Charges Robinson-Patman Act Is Incomprehensible

Washington, D. C., Dec. 22.—Seeking refuge behind the protecting mantle of trade custom, Bourjois Sales Corporation this week gave the Federal Trade Commission a new and intricate problem to solve in replying to charges filed against it under the Robinson-Patman Act.

Bourjois set up as a special defense the plea that if it violated the statute it did so in attempting to meet tactics instituted by competitors, strategy which is clearly authorized by Section 2 (b) of the act.

Bourjois bulwarks this unique defense with the bold assertion that the Robinson-Patman Act is unconstitutional because it is incomprehensible.

Observers here believe that if Bourjois can prove that it acted in self-defense, it will be given a clean bill of health by the Commission, which, confronted with the difficult task of determining which company first adopted the alleged practices banned by the act, will probably be forced to content itself with ordering all concerned to desist.

Following the Leader

The "first, separate and distinct defense" set up by Bourjois reads as follows:

"That whatever discounts it has allowed or allows to customers where such discounts bear a relation to the quantities of the merchandise purchased and whatever allowances this respondent has made or now makes to its customers for advertising or other facilities; and whatever payments this respondent has made or now makes by way of so-called 'push money'; and whatever demonstrators it installs in the premises of customers and whatever compensation to such demonstrators this respondent defrays; are allowed, paid or made, as the case may be, in good faith to meet the equally low price of alleged competitors of respondent or the services or facilities furnished by such alleged competitor or competitors."

Much of this reply follows the wording contained in Section 2 (b) of the act.

The other chief line of argument of Bourjois is that the Robinson-Patman Act is so "vague, obscure and uncertain in its terms that it is impossible to comprehend its meaning."

"This respondent is and always has been willing to follow and obey every valid law of the United States and does not knowingly wish to offend against the Act of Congress approved June 19, 1936," sets forth a third special defense, "but this respondent alleges that it is unable from a reading of the said statute to inform itself as to its rights and obligations, because the statute is vague, obscure and uncertain in its terms and it is impossible to comprehend its meaning; that this respondent is unable to ascertain what is permitted and what is forbidden by the act, all of which is a denial of due process of law and contrary to the guaranties of the Fifth Amendment to the Constitution of the United States."

Turpentine Producers To Open Drive Jan. 1

The American Turpentine Manufacturers Association, Jacksonville, Fla., will launch the first co-operative advertising campaign for this product Jan. 1.

A minimum of \$200,000 will be spent, it was announced. Producers will pay into the advertising fund 65 cents a cask and distributors 5 cents on each cask handled by them.

Retail Sales in Los Angeles Now 85% of 1929

Campaigns here producing outstanding results for advertisers. "Purlines" a factor in success formula

Spensible income in Los Angeles county this year will exceed 1600 million dollars. That's within 5% of what it was in 1929. And retail sales are estimated at 85% of the dollar volume in 1929.

Such figures explain why many a national advertiser has found this the brightest single market in the U. S. But there's another reason advertisers are unusually successful . . . they're using the new Purline rates to guide them to the actual buyers.

Purline rates in L. A.

Los Angeles Times	\$.47
Newspaper B	1.07
Newspaper C	1.00
Newspaper D	1.03
Newspaper E	1.16

The Purline represents the cost per agate line per billion dollars of purchasing power reached. Thus The Times, covering by far the largest share of local purchasing power, and with a low line rate besides, can provide actual buying power at less than half the cost in any other local newspaper. Or looked at another way, for an identical expenditure The Times offers twice as great a sales potential!

Today's Purline rates are based upon new surveys of the purchasing power of Los Angeles families, checked for accuracy against other available private and government data, and official A. B. C. audit reports of circulation.

For further Purline and market data, write The Times. Or call in Williams, Lawrence & Cresmer, New York, Chicago, Detroit or San Francisco.



Los Angeles Times



There are a large number of concerns that render one type of service and do it well . . .

★ THE FAITHORN CORPORATION, however, renders THREE DISTINCT TYPES of service—ad-setting, engraving and printing—and does them ALL equally well—with less effort and less cost.

FAITHORN CORPORATION
504 SHERMAN STREET • CHICAGO
Telephone WABash 7820

DAY AND NIGHT SERVICE

'Watch the Fun Go By' on New Ford Program

New York, Dec. 23.—"Watch the Fun Go By" will be the title of one of two new radio programs with which the Ford Motor Company and its dealers will beguile the radio audience during the new year, which sees the departure of Fred Waring and his Pennsylvanians, after three years in the service of the Ford brigade.

Al Pearce and His Gang will provide the merriment for the new program, with suitable aid from Larry Walsh and others.

The other substitute for Waring will consist of "Universal Rhythm" provided by Rex Chandler and his 43-piece orchestra, who make their debut on this program New Year's Day on the National Broadcasting Company's Blue network in the 9-10 p. m. spot long held by Ford.

Al Pearce will occupy the same niche on the Columbia Broadcasting System's facilities on and after Jan. 5.

Milk Producers Start Cooperative Campaign

The Maryland & Virginia Milk Producers Association has opened an intensive campaign to direct public sentiment to an appreciation of the service and facilities of the milk producers in the Washington, D. C., district.

Radio and newspapers will be used. Henry J. Kaufman, Advertising, Washington, is the agency.

Strong Is Promoted

C. L. Strong, an executive in the field organization of Electrical Research Products, Inc., New York, has been named sales promotion manager.

AUTO PRODUCERS SIMPLIFY THEIR PRICE STRUCTURE

(Continued from Page 1)

was used by dealers handling other cars. In the main, however, this kind of advertising has been infrequent.

The announcement of the Automobile Manufacturers' Association reads as follows:

"Effective at once, the members of the Automobile Manufacturers' Assn. will adopt a more simplified method of pricing motor cars. However, the intent of this action is not to change the price the customer will pay, and, except for some very slight modifications incidental to the details of its application, the price the customer pays will remain the same as before.

List Prices Used

"In the past, a list price, f.o.b. factory, has been used in advertising. That list price did not include such things as a charge for preparing the car for delivery, reimbursement for federal tax, nor such accessories and extra equipment as the purchaser might have elected to buy.

"Effective at once, the new simplified price will be a delivered price at point of manufacture, which will include the charge for preparing the car for delivery, reimbursement for federal tax, and all essential accessories, such as the spare tire, and bumpers, which are now universally needed by all purchasers and have come to be known as standard equipment. To determine the retail price at any particular point of delivery, it will only be necessary under the new method for the purchaser to add the following charges to the advertised delivered price at the factory city:

Reaching Actual Price

1. Transportation from point of manufacture to point of delivery.
2. State and local taxes—if any—at point of delivery.

"Should the purchaser elect to buy a more comprehensive group of accessories, these will be available at prices to be quoted by the dealer.

"This pricing policy will go into effect immediately in newspaper advertising and, as soon as it can be accomplished, in national advertising. As stated above, this change is one of method only and, although it will cause practically no change in the retail price of the car to the purchaser, the new advertising will make it possible for the prospective buyer to determine more closely the total price of any particular car."

Stewart-Warner Lays Plans for Big Campaign

The Alomite division of Stewart-Warner Corporation, at its national sales convention in Chicago last week, announced that 1937 advertising will show an increase of 12 per cent over 1936.

Consumer advertising in one national weekly will promote the Alomite division part of the time and Stewart-Warner radio and refrigerators the remainder of the campaign. The company will continue through 1937 its CBS radio program, featuring Horace Heidt. Twenty newspaper advertisements have been prepared for dealers. Extensive use of business papers will be made.

Open Detroit Branch

Paris & Peart, New York, have opened a Detroit branch office at 428 New Center Bldg., with M. W. Smith in charge. The office will service two of the agency's accounts, Great Atlantic & Pacific Tea Co. and the Pennsylvania Refining Co.

Wade in New Post

Starr Wade, formerly assistant sales promotion manager for Seaman-Patrick Paper Co., has joined Whitaker Paper Co., Detroit, in the same capacity. J. B. Sisson has been appointed to replace Mr. Wade at Seaman-Patrick.

The Advertising Market Place

The rates for this department are as follows: "Help Wanted" and "Situations Wanted," 30 cents a line, minimum charge \$1.
All other classifications (single insertion rates): 1/2 in., \$2.75; 1 to 3 in., per in., \$4.75; 4 to 6 in., per in., \$4.50; 7 to 9 in., per in., \$4.25; 10 to 12 in., per in., \$4.00; 13 to 15 in., per in., \$3.75. Write for descriptive folder of specimen ads and discounts on term insertions.

POSITIONS WANTED

WANTED—A GOOD BOSS

with a sales promotion job to be done. If you would like to work with an energetic young man, age 30, with a foundation of a university education and 7 years in advertising, sales research and direct selling, if you appreciate loyalty and unceasing effort, if you can afford \$225 a month until I prove I am worth more—let's talk it over.
Box 944, ADVERTISING AGE, Chicago

PUBLIC RELATIONS, PUBLICITY specialist, wide background newspaper, related fields. Now employed, corporation, record of achievement. Can organize, run department. An efficient, consistent, long-term result producer.
Box 942, ADVERTISING AGE, Chicago

HELP WANTED

WANTED: Some aggressive publisher or editor with prestige and ample finances will be interested in promoting co-operatively an issue that holds the key to America's present economic problem and the future independence of our millions of workers. Publication objective will have immediate public acceptance and national support, assuring a gigantic paid circulation. Several state organizations now in formative stage. Plan in course of development since 1931. Reference required and exchanged. Address
Box 945, ADVERTISING AGE, Chicago

Small, recognized Chicago advertising agency has opening for Account Executive. Agency has previously specialized in radio but is now expanding into publication field. Agency experience not essential. Excellent opportunity for right man.
Box 922, ADVERTISING AGE, Chicago

HELP WANTED

Branch sales manager wanted by strong house selling direct to consumer. Successful "fring line" experience necessary. Must be able to build sales organization from scratch. Send full details and references to Strict Confidence, Box 946, ADVERTISING AGE, Chicago

MISCELLANEOUS

NEW and DIFFERENT!

Anything printed, typed or drawn can be reproduced. Pictures, drawings and diagrams clipped from newspapers, books, magazines, etc., can be pasted into your layout and reproduced without typesetting or cuts. Economical!! All sizes can be supplied
500 copies (8 1/2"x11") \$2.63
Additional hundred copies 22c
Write for samples.
LAUREL PROCESS, 480 Canal St., N. Y.

PHOTO POST CARDS

The kind that build good-will and bring you business. Don't fail to investigate this new form of Successful Selling announcement and follow-up. Write for Samples and Prices.

Graphic Arts Photo Service
3rd & Market Sts., Hamilton, O.

Ask for Bulletin of Publishing Properties. Harris-Dibble Company, 11 West 42nd Street, New York, N. Y.

Your ad in The Advertising Market Place will keep your business represented in this live business directory. For descriptive folder showing specimen ads and special rates on term contracts, write to
THE ADVERTISING MARKET PLACE
ADVERTISING AGE, Chicago.

Santa Fe Gives Advertising a New Assignment

Chicago, Dec. 23.—Joining the little group of railroads which has been experimenting to determine whether or not advertising can be employed effectively in creation of freight business, the Atchison, Topeka & Santa Fe Railway Company this week embarked upon a modest campaign of this type. The company will use a page a month in a limited list of magazines reaching executives, the first advertisement appearing today.

Though freight business is the backbone of railroading, providing the major portion of revenues, the chief approach to the problem has hitherto been of an indirect nature, most advertising attempting to create freight patronage as a corollary of passenger business. The Santa Fe is now attacking the problem directly.

Field Is Virgin

"The field of freight advertising is still largely unexplored," said C. C. Dana, freight traffic manager of the Santa Fe. "There is no clearly defined background based on experience from which to draw guidance as to selection of media, most effective subject material, and justifiable expenditure in relation to revenue.

"Therefore, our 1937 campaign has deliberately been limited in scope and investment. However, it is the definite conviction of Santa Fe officials that the railway system can enter the field of freight advertising with profit. Results accruing during this 12-month campaign will be studied carefully as a guide to our activities in the future."

New and Old Copy

Spasmodic advertising of freight facilities has been placed in the past, the Missouri Pacific being one of the leaders in this type of effort, particularly as regards popularizing store door pick-up and delivery. More recently, the Illinois Central has carried on an ambitious insti-

tutional campaign with freight service as the chief subject and object, while the Chesapeake & Ohio and Erie have also made some definite gestures in this direction.

The initial Santa Fe advertisement, which will set the pace for the entire series in treatment, describes the problems involved in transporting the largest telescope ever built across the continent by freight. Fine writing and dramatic treatment made the copy read like a best seller, the use of no less than three halftones adding to the interest of the narrative.

The campaign is being placed by Stack-Goble Advertising Agency under direction of R. W. Birdseye, general advertising manager.

"House & Garden" to Repeat Promotion

House and Garden will repeat in 1937 its "Ideal House" promotion, staged last spring for the first time. Ten pages will be devoted to the house in the April issue, at least five of which will be in full color.

The promotion is designed to give consumers new decorative ideas and buying guidance. Stores will be furnished with merchandising material to assist in preparation of displays and exhibits and newspaper, radio, and direct mail advertising.

Media Records Tells Business Paper Plan

Starting Jan. 1, Media Records, Inc., New York, will record space used by advertisers in business papers. More than 2,000 publications, including newspapers, general magazines, farm papers, as well as business papers, also will be recorded.

Service rendered to business paper publishers will consist of monthly, quarterly and annual reports. The business papers will be reported in related groups.

"Tootsie" Sales Up

Representatives of The Sweets Company of America, Inc., New York, manufacturer of Tootsie products, showed a decided increase in their territories in 1936 over 1935. A. Abrahamson, sales manager, announced. The company held its annual sales meeting Dec. 10 in New York.

Amateur Show Placed in Good Will Court Spot

New York, Dec. 22.—Standard Brands, Inc., replacing the "Good Will Court" program for Chase & Sanborn coffee with the Hollywood-originated "Do you want to be an actor?" show has bowed to the State Supreme Court's ruling forbidding lawyers to give advice in connection with a publicity medium of any kind.

The court ruling covered New York city counties and seven more but did not specifically mention the Good Will Court. Violation of the rule would subject offending lawyers to suspension or disbarment for "professional misconduct."

Continue New Program

The new program, hurriedly substituted last Sunday, will be continued as a Chase & Sanborn vehicle over the National Broadcasting Company network.

In putting on the new program, featuring the amateur theme, the Standard Brands agency, J. Walter Thompson Company, had very little time to find a show and make the necessary arrangements for rehearsals and announcements. The Court's ruling was made Wednesday, and that night the regular Good Will Court program on WMCA was broadcast, with Dr. Louis Bisch, author and psychologist, giving advice and counsel instead of lawyers or judges.

Contracts for "Do you want to be an actor?" were reported as having been made Saturday morning, and on Sunday night the show was on the national network.

Promoted by Holeproof

J. M. Halpren, former Luxite sales and merchandise manager, has been appointed general manager of the Luxite division of Holeproof Hosiery Co., Milwaukee. Under the new organization, R. Heilbronner will be in complete charge of all production and manufacturing departments.

EVERY BROADCAST
50,000 WATTS COVERS AN IMMENSE MARKET GIVING HIGH-POWERED BROADCASTS OVER 820 KILOCYCLES WITH A NATIONAL CLEAR CHANNEL AND A NEW SURVEY ON THE PRIMARY LISTENING AREA WILL BE SENT TO YOU ON REQUEST.

HEARD FROM BORDER TO BORDER

WHAS
LOUISVILLE, KENTUCKY
CBS BASIC OUTLET
REPRESENTED BY THE
EDWARD PETRY & CO.

Member Station
Columbia Broadcasting System

IN
NASHVILLE
WLAC
5,000 WATTS
J. T. WARD
President

Paul H. Raymer Co.,
National Representatives

IN BALTIMORE, IT'S
WE BR

RADIO CITY
VICTORIA

NEIGHBORS!

If you want to be just around the corner from the famous Radio City, and only a few steps from the smart shops and theatres, then come to the VICTORIA, one of New York's newest hotels. Enjoy the finest of food too, and conviviality at the newest of bars, get the swing and rhythm of Modern Manhattan!

From \$250 Single
From \$400 Double
Suites from \$6.00 to \$15.00

Hotel AT RADIO CITY
VICTORIA
7th AVE. at 51st St., NEW YORK
JOHN L. HORGAN, MANAGING DIRECTOR

M. S. FLORSHEIM, SHOE COMPANY'S FOUNDER, DEAD

Los Angeles, Dec. 23.—Milton S. Florsheim, 68, founder and chairman of the board of the Florsheim Shoe Company, Chicago, and a pioneer in national shoe advertising, died suddenly of heart disease here yesterday.

For several months Mr. Florsheim had been in ill health. He had gone to California to spend the winter.

Mr. Florsheim was born in Chicago and was educated in the public schools there. His father, Sigmund Florsheim, had established a retail shoe store in that city in 1856, and following his schooling, Mr. Florsheim went to work in the store.

In 1892 Mr. Florsheim assisted in the organization of the manufacturing concern which became the Florsheim Shoe Company. He served as its president from 1892 to 1928, when he became chairman of the board.

The manufacturing company was founded with little capital, and every dollar was carefully spent. Under Mr. Florsheim's direction, the company prospered.

5,000 Retailers Participate

The company now operates three factories in Chicago, with 3,500 employees. It controls 85 shoe stores in principal cities from coast to coast, known as Florsheim Shoe Shops, and also distributes its products through 5,000 other retailers.

From the start, the company resolved to manufacture only quality shoes. The service of an article, Mr. Florsheim often said, is remembered long after the price is forgotten.

Thirty-five years ago, only a few years after the company was founded, Mr. Florsheim inaugurated a policy which overturned tradition in the shoe field and paved the way for a sensational success.

He decided he would sell no more shoes without the Florsheim name on every pair. Previously, most shoes bore only the retailer's name. The first year that the new policy was put into effect, the company lost considerable business.

Mr. Florsheim persisted in his belief that the manufacturer's name should appear on every shoe, in order that the ultimate consumer might be assured of lasting satisfaction, with the result that in the past 20 years the company is said to have manufactured more shoes than all the manufacturers in its price range combined.

Started National Advertising

With the launching of this new policy, Mr. Florsheim entered national advertising of his product. Believing in the value of repetition, he started a program of consistent, extensive advertising, a program followed by his associates since he retired from the presidency.

Another cardinal point in Mr. Florsheim's advertising program was the frequent insertion of small advertisements. At times, during the years when he guided Florsheim copy, the company used almost a dozen quarter-pages in one publication in one issue. This policy has been modified in recent years, with the company now employing half-pages in consumer publications.

Convinced that a friendly, welcoming atmosphere in his business offices was essential to success, Mr. Florsheim insisted that his executives be housed in "open" rather than "cubby-hole" quarters. Every Florsheim's executive's office, while private, has large plate glass partitions, so that visitors may see the executive, and the executive may view his callers.

Mr. Florsheim was an advocate of general establishment of a 40-hour week as a means of spreading employment. He criticized the NRA, however, declaring that the NRA would lead the nation into socialism. He termed free competition the "safety valve of democracy."

He is survived by his widow, Mrs.

STYLE IN TRAVEL



34 merchandising travel department stores will tie in with this new Raymond-Whitcomb Company travel display next month promoting styles for the cruise.

Gertrude Stern Florsheim; two sons, Harold M. Florsheim, vice-president, and Irving S. Florsheim, who succeeded his father as president of the company in 1928; a brother, Louis; and two sisters, Cora Florsheim and Mrs. Florence Byfield.

Funeral services will be held Friday in the chapel at Rosehill cemetery, Chicago.

Wife of A. D. Lasker Dies of Heart Attack

Chicago, Dec. 22.—Mrs. Flora Warner Lasker, wife of Albert D. Lasker, president of Lord & Thomas, died of a heart attack Saturday in her apartment in New York, where she and Mr. Lasker had been visiting since November. Funeral services were held in Rosehill cemetery here yesterday afternoon.

In addition to her husband, Mrs. Lasker is survived by three children, Frances, a senior at Vassar College; Edward, an official of Lord & Thomas in New York, and Mrs. Gerhard Foreman of Chicago.

Auto Crash Fatal to Peter H. Van Horn

Palm Beach, Fla., Dec. 22.—Peter Van Horn, of New York, business organizer and former president of the American Federation of Textiles, Inc., was killed Friday when his automobile struck a concrete wall. He was 43 years of age.

Mr. Van Horn at one time held executive positions with the Allen Archer Company of Los Angeles, the Better Business Bureau of Columbus, O., and the National Association of Better Business Bureaus.

H. M. Morris Succumbs

Philadelphia, Pa., Dec. 22.—Herbert M. Morris, 64, Philadelphia advertising executive, died at his home in Riverton, N. J., after a long illness. He had operated his own agency for almost 35 years before becoming associated six years ago with Stewart-Jordan Company.

Peyton Boswell, "Art Digest" Founder, Dies

New York, Dec. 21.—Peyton Boswell, founder and publisher of *The Art Digest*, died Friday at Trenton, after a long illness. He was 57 years old.

A native of Illinois, he worked for various newspapers as reporter and later as art critic. In 1921 he and Samuel W. Frankel purchased *The Art News*, and in 1922 he became editor of *The International Studio*. He started *The Art Digest* in 1926.

His son, Peyton Boswell, Jr., is now editor of *The Art Digest* and his daughter, Mrs. Helen Boswell de Nagy, assistant editor. Surviving besides his son are his wife and two daughters.

J. A. Johnson Dead at Montclair

New York, Dec. 22.—J. Arthur Johnson, for 40 years with the Butterick Company, died in Montclair Saturday, at the age of 66.

He joined the New Idea Fashion Company, a Butterick subsidiary, in

Chicago more than 40 years ago, and came to New York, to become secretary and sales director of this firm, later absorbed by the Butterick Company. He served as a sales executive of Butterick until 1931, when he retired.

His wife and two sons survive.

J. A. Tedford, Mail Order Pioneer, Dead

Charlottesville, Va., Dec. 22.—James A. Tedford, former account executive of Ruthrauff & Ryan, Inc., New York, died Saturday at University Hospital here, at the age of 80.

He was a native of Huntsville, Ala., and was with a number of newspapers in the Middle West until 1903, when he came to New York, to join the Ellis F. Draper Advertising Agency.

He subsequently formed his own agency in New York, and later became an account executive with Ruthrauff & Ryan. He is credited with having done much to develop mail order copy.

E. S. Parry Passes

Philadelphia, Pa., Dec. 22.—Edwin Satterthwaite Parry, associated with Geare-Marston, Inc., Philadelphia, died at his home in Riverton, N. J.

"INSIDE" STORY



Effective package of L. A. Young Golf Co., Detroit, stresses cord cover feature of the Walter Hagen Vulcord Golf ball.

Mr. Parry was a great-great-grandson of Betsy Ross, maker of the first American flag, and some time ago wrote a book entitled "Quaker Rebel," dealing with the romances of Betsy Ross.

Virginia Publisher Dies

Danville, Va., Dec. 22.—H. Burns Trundle, president and general man-

ager of the Register Publishing Company, publisher of the *Bee* and *Register*, died at Memorial Hospital here Friday of pneumonia, which set in following injuries suffered in an automobile accident recently.

C. Z. Bennett Taken

Kalamazoo, Mich., Dec. 22.—Chauncey Z. Bennett, 61, publisher of *Bloodlines*, a monthly magazine devoted to registration of highly bred dogs, died Sunday night after a long illness.

Death Takes Chilson

Springfield, Mass., Dec. 22.—William Luden Chilson, 78, former business manager of the *Daily Hampshire Gazette*, Northampton, Mass., died here last week.

H. E. Morrell Passes

Brunswick, Me., Dec. 22.—Harry E. Morrell, 70, retired Boston publisher, died at the home of his son, Malcolm E. Morrell, Bowdoin College athletic director. Mr. Morrell was formerly president of Lothrop, Lee and Shepard Company.

"Chronicle" Appoints

The *Chronicle*, Augusta, Ga., has appointed the Branham Company, effective Jan. 1.

REVIEW and FORECAST

The January 4 issue of Advertising Age will be the seventh Annual Forecast and Review Number—an issue of wide interest to readers, and of extra value to advertisers.

To advertisers this issue offers a remarkable opportunity to present a sales message effectively and impressively to an audience which is more than usually receptive. It offers an opportunity to start off 1937—a year which promises further important business advances—with hard-working, hard-hitting promotional material which will be seen *and read* by more than 14,000 advertising and merchandising executives at exactly the time when all their thoughts are turned to the opportunities of the new year.

Be sure to be adequately represented. Make your reservation for space today.

ADVERTISING AGE

The National Newspaper of Advertising

New Magazine Inspires Copy for Clothier

Detroit, Mich., Dec. 21.—Capitalizing on interest aroused in publication of a new national magazine, the Harry Suffrin Company, Detroit men's clothier, staged a timely tie-up in display copy built on the theme of the magazine.

Featuring a reproduction of the cover of the magazine—*Life*—the copy carries a dominant headline emphasizing the store's styles are "as new as *Life*."

Pursuing out the theme, the copy features five "photographs taken

from *Life*," in this case not the magazine. They are photographs of members of the Detroit Lions professional football team, wearing Suffrin clothes.

Carrying through the tie-up, the copy points out that "the desire for something new—something out of the ordinary, is one of the greatest driving forces in life. The founder of a magazine or clothing institution knows that the outstanding success of his enterprise depends on the ability to meet this demand!"

Simons-Michelson Company, Detroit, is the agency.

Ducody Joins Bulldog

Henry K. Ducody has joined the advertising staff of Bulldog Electric Products Co., Detroit.

U. S. Steel Begins New 1937 Series

First of the new 1937 series of advertisements by United States Steel Corporation, New York, appeared in *The Saturday Evening Post* of Dec. 26, and will be followed by an insertion in *Collier's*, and business and financial publications.

The series is designed to show how the steel industry through research and working with the men in the mills has made possible advances in American standards of living.

Dennis Advanced

Sam K. Dennis has been advanced to position of director of replacement sales of Thermoid Co., Trenton, N. J. He was formerly division sales manager of the Southwest Division.

Haywood New Head of Indiana Outdoor

J. E. Haywood, Shelbyville, was elected president of the Outdoor Advertising Association of Indiana at its annual convention in Indianapolis.

J. L. Hanna, Indianapolis, was elected vice-president, and Harry S. Rogers, also of Indianapolis, secretary-treasurer.

Jayne Pays Bonus

Dr. D. Jayne & Son, Inc., Philadelphia, is distributing a bonus to all employees, equal to four weeks' salary or average wages, Joseph D. McIntyre, president and general manager, announced. Promotion plans for 1937 include introduction of new products in the proprietary field.

LORIMER EDITS FINAL EDITION; QUILTS 2 POSTS

(Continued from Page 1)

responsibility for the decisions he has been called on to make, and in the editorial, "Looking Forward," made a sturdy plea for less haste to abandon principles enunciated by the founders of this country.

"I have passed through one panic and one depression after another," Mr. Lorimer wrote. "In my own lifetime I have seen much ruthless exploitation of men and resources, but in spite of this America has always forged ahead on the courage and initiative of its private citizens. And steadily, through all that period, I have seen business practices and ethics growing better; I have seen sentiment developing against the waste and exploitation of our natural resources, and a public conscience hardening against the old abuses.

"Could a paternalistic government have done better? I venture to doubt it. Granting all the waste, the ruthlessness and the loose ethics of the past, America has done a pretty good job and no ism would have done a better one. To exchange one form of ruthlessness that is steadily growing less, for another that is steadily hardening, would not be a sound trade. Every time we enact a panacea into a law, we take something fine and sturdy from the American character, for character cannot be imposed from within."

Always on Move

Mr. Lorimer took advantage of the opportunity to smash the myth that modern editing is conducted in a cloistered atmosphere, far from the tumult of business.


"Nothing could be farther from the truth," he remarked. "The editors of *The Saturday Evening Post* are constantly on the move, from the Atlantic to the Pacific, from Canada to the Gulf, with occasional surveys of the European scene, meeting and talking with men and women of all classes. This is particularly true of Mr. Stout, world-traveled, with first-hand knowledge of every state in the Union, American to the core and forceful writer."


Syracuse Honors Goudy


A bronze medal, symbol of distinguished achievement in one of the branches of journalism, was awarded by the School of Journalism of Syracuse University Dec. 17 to Frederick W. Goudy of New York, type designer.

Neff Promoted

Russell Neff has been appointed production manager of Station WXYZ, Detroit, succeeding Brace Beemer, resigned, effective Jan. 1 Mr. Neff has been with WXYZ since 1931.


WHAT \$1.75 CORN MEANS TO IOWA—


WHAT \$2.00 WHEAT MEANS TO KANSAS—


WHAT \$2.00 POTATOES MEAN TO IDAHO—

THAT IS WHAT

TOBACCO

\$30

MEANS TO

KENTUCKIANA!

"Don't Take Our Word For It!" Let the eloquence of tobacco buyers, now feverishly bidding for the choice leaf of Kentuckiana farmers, speak for the IMMEDIATE PROSPERITY of this area.

The Courier-Journal THE LOUISVILLE TIMES

REPRESENTATIVES: THE BRANHAM CO.
RADIO STATION WHAS — 50,000 WATTS

INTERNATIONAL PAPERS

for
Printed Advertising

TICONDEROGA
Book Papers

CHAMPLAIN
Book Papers

SARATOGA
Book Papers

LEXINGTON OFFSET

INTERNATIONAL PAPER CO.
220 East 42nd Street, New York, N. Y.

PHOTOGRAPHIC REVIEW OF THE WEEK

SUNKIST COPY CAUSES FUROR

Telegraph Sunkist Oranges

TO YOUR FRIENDS FOR CHRISTMAS

★ Use your nearest Telegraph Office. Send them in any part of the country or right in your own home town. New arrangement now in effect makes this possible.



Sunkist for Juice!

22% RICHER IN VITAMIN C

HOW TO DO IT

Can you think of any Christmas gift more valuable than a box of Sunkist Oranges? ... **Choice of Home's Jury** ... **Prized More Healthful** ... **1936 - Health and Rectifier Standards** ... **Now Seedless**

Direct naming of Florida oranges in copy of the California Fruit Growers Exchange has caused a furor in publishing circles. Some have refused to carry the copy without modification. (Story on Page 1.)

STREAMLINING TAKES ITS PLACE IN AIRLINE



First of the new fleet of giant Douglas 21-passenger planes placed in service between Los Angeles and San Francisco. The interiors, designed by Henry Dreyfuss, eminent industrial designer, are being featured in promotion of United Air Lines.

NEW MANAGER



Alfred H. Morton, newly named manager of all NBC-managed stations, succeeds William S. Hedges, who has become associated with Crosley Radio Corporation, Cincinnati, as vice-president.

THE DUKE STEPS OUT TO PRINTERS' SHOW



His Royal Highness, the Duke of Kent (center) visits the ninth International Printing and Trades Exposition recently at the Olympia, London. A \$2,500,000 collection of printing machinery was displayed.

TIME VALUE MOTIF STRESSES EXPRESS MESSAGE

SPEED

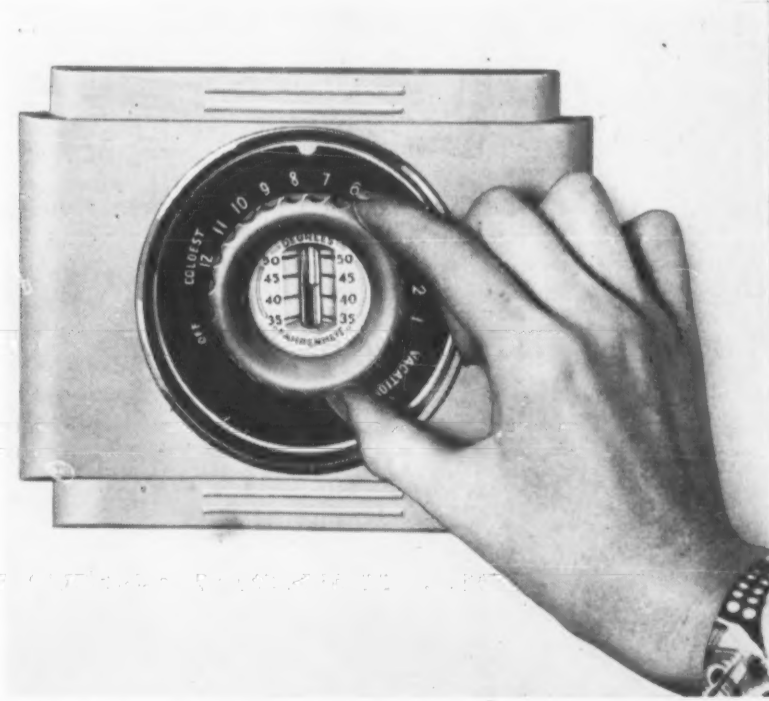
Free PICK-UP AND DELIVERY

Ship ANYTHING ANYTIME ANYWHERE

RAILWAY EXPRESS

Traditional precision of railways is given graphic emphasis in this new display of Railway Express with sharp lines emphasizing the "Speed" title.

REFRIGERATORS NOW TUNED IN



Master dial on the 1937 Leonard refrigerator, placed "eye high," permits the housewife to "tune in" the temperature she desires.



**IN KAFIRISTAN
THIS CARRIES WEIGHT**

A good place to hang a poster—in Kafiristan.

In the U. S., a good place for an advertisement is TIME. TIME's editorial policy carries weight. So do the advertisements in TIME.

TIME
The Weekly Newsmagazine